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## The Temptation of desires

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Rochester Institute of Technology

A Thesis Submitted to the Faculty of the College of Imaging  
Arts and Sciences in Candidacy for the Degree of

**Master of Fine Arts**

**Title**

The Temptation  
of  
Desires

**by**

W e n - H w a C h e n g

**Date**

June 22, 1997

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Date August 27, 1997

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My parents and my whole family

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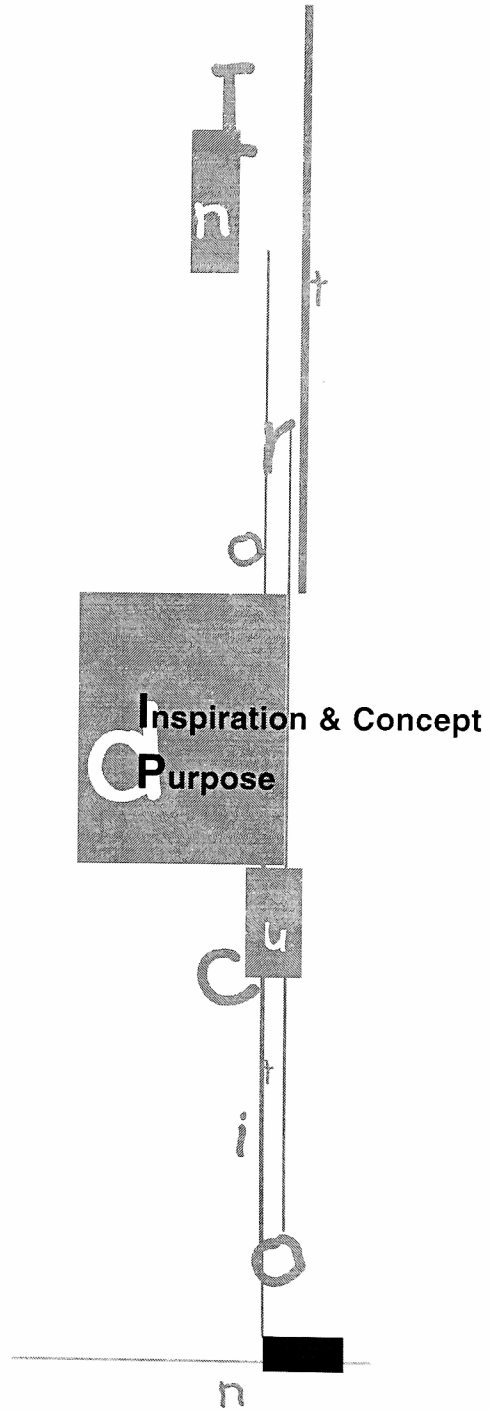
Wen-Cheng Chiu

Theodore Lundin Bialek



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## INSPIRATION & CONCEPT

The concept, "more is better" is the thought which makes people look for endless desires. It is not easy for people to be satisfied with their present status; they always want more than they already have.

My idea of this thesis comes from Abraham Harold Maslow's human motivation theory and "Nirvana"<sup>1</sup> of Buddhism. In Abraham Harold Maslow's motivation theory, people have different pyramidal hierarchies of needs. When people are satisfied by the stage they are in, they will try to climb to higher level. From a physiological need to a self actualization need, most of these needs are met by other people. People want other people to affirm who they are. Thus, people search for the transient, the unattainable. Nirvana is to attain freedom from "compound-ing"; that is, the state of endless desiring. It is to be liberated from the "I" or "mine". It is to understand "all compounds are transient"; "all compounds are unsatisfactory"; "all things are not selves".<sup>2</sup> It is called the extinction of 'I'.

In my opinion, human beings become human beings because they have desires. Desire is a never ending state of mind. People always want to reach the highest level of their capability. People like to compare themselves with other people. They then develop desires based on what other people have, not their own needs. They can not liberate themselves. "The five colors blind the eye. The five notes deafen the ear. The five tastes deaden the mouth."<sup>3</sup> The bottomless pit of human desire is never filled up. If people are greedy for whatever they see, they will lose themselves. It is necessary to have the basic needs, but if people are bound by endless desires, it will ultimately become their downfall. According to Buddhism people are controlled by too many desires. Wealth, sex, fame, food and sleep are the five basic desires of human

**Inspiration & Concept**  
INTRODUCTION

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beings. Some people were born to look for wealth. They are wrapped up in accumulating money or property. Some people look for sensuality, they will lose themselves in the stimulation of the senses. Some people like to make a name for themselves to obtain respect or fame because they like people to know who they are. Some people are addicted to eating. If eating is not for hunger, then the act of eating becomes meaningless, tasteless. Too much sleep makes people lazy. We spend roughly one-third of our lives in the state of sleep. Too many desires will lead people to have excessive obsessions. They don't know when to stop. They even don't know if they have already lost themselves in their own desires.

In this project, I want to present how the five desires operate and in this way enable people to be released from their endless temptation.

**Inspiration & Concept**  
INTRODUCTION

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## **PURPOSE**

### **Goal**

I intend to analyze the subconscious mind behind human behavior in modern society.

The purpose of this project is to let the user understand the five desires. Through my interactive application, I want the user to visualize my interpretation of desires. The interactive application will have a game-like interface to provoke the user's awareness of desires. It also acts like a mirror to awaken a person's thinking processes.

### **The User**

This includes people who are interested in religion, philosophy, psychology and multimedia. The preferred age group for my user would be from the high school level and up.

### **Product medium**

I want to present my interactive application on a CD ROM, which would be accessible for most people who have multimedia-ready computers.

### **Marketing**

The CD ROM- "The Temptation of Desires" is targeted for the entertainment and educational market.

**Purpose**  
INTRODUCTION

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My basic concept follows two schools, one is Buddhism and the other is psychologist Abraham Harold Maslow's theory. According to Buddhism, there are five desires: wealth, sex, fame, food and sleep. In Abraham Harold Maslow's human motivation theory the physiological need, the safety needs, the belongingness and love needs, the esteem needs and the self-actualization need form the basic need hierarchy.

#### **THE CENTRAL THOUGHT OF BUDDHISM: THE GOAL "NIRVANA"**

"Nirvana is simply freedom from sankhārās, compounds."<sup>4</sup> Sankhārās, "it can refer either to the physical, the body, or as in the present case, to the mental, the mind."<sup>5</sup> "With the arising of ignorance, stupidity, infatuation, the root cause of the other defilements (greed and hatred), compounding takes place. "These characteristics" are responsible for the compounding function of the mind, causing it to grasp at and cling to one thing after another, endlessly, without let-up".<sup>6</sup>

"When the pollution of the desires and attachments are completely gone there is a rebirth in the world of the Noble Ones."

Rebirth in the world of the Noble Ones is the common people language expression. Putting it in Dhamma language, it is called 'the extinction of I.' There remains only voidness, which is Nibbana."<sup>7</sup>

"Always remember, the Buddha told us that if we want to practice or cultivate ourselves, we should not go outward and seek externally, but rather come back to ourselves. In ourselves we have everything; if we really understand ourselves, we will comprehend everything. This is the key: In yourself there is the microcosm, and this very microcosm is the manifestation of the macrocosm, where everything is. Therefore, we need to come back to ourselves in this body and this mind of ours, both of which together are called 'Me' or 'I'.<sup>8</sup>

**Literature & Research**  
**RESEARCH**

## THE FIVE DESIRES IN BUDDHISM

### Wealth

"Wealth includes money and property. Not only should we not dwell on wealth and property in meditation, but we should not practice meditation for the purpose of gaining or accumulating money or property."<sup>9</sup>

### Sex

"Of all of the desires, sex is the strongest and most difficult one for meditation practitioners to cope with since sex encompasses all of the first set of desires that we discussed (form, sound, smell, flavor, and touch), and in sex all of these desires are present in their most poignant form."<sup>10</sup>

### Fame

"When we fail to get respect from others, we feel as if all that we own and everything that we have accomplished is meaningless. Thus, the ultimate goal of obtaining the material is for the sake of the immaterial. And among the immaterial questings, fame almost serves as a central drive, along with money."<sup>11</sup>

### Food

"A person should not be addicted to gluttony, either. He should eat the proper amount and at the proper time. In one word, eat moderately. Yet to go fasting the whole day is not the Buddhist way, either, because it goes to the other extreme. The Buddhist way is always the tranquil, balanced 'Middle Way', which calls for a perfect balanced mind, and which is totally against any kind of extremity or fanaticism."<sup>12</sup>

### Sleep

"When we are upset, we feel low and our mind becomes dull. When we feel bored, again the mind becomes dull. Sleep is the heaviest kind of 'Sinking Dullness'."<sup>13</sup>

Literature & Research  
RESEARCH



## **A THEORY OF HUMAN MOTIVATION FROM ABRAHAM HAROLD MASLOW**

### **The Physiological needs**

"They are the most basic, obvious, and powerful. Among physiological needs are food, shelter, oxygen, sleep, and sex."<sup>14</sup>

### **The Safety Needs**

"If the physiological needs are relatively well gratified, there then emerges a new set of needs, which we may categorize roughly as the safety needs (security; stability; dependency; protection; freedom from fear, anxiety, and chaos; need for structure, order, law, and limits; strength in the protector; and so on)."<sup>15</sup>

### **The Belongingness and Love Needs**

"It nurtures a sense of mutuality and engenders a feeling of security or safety."<sup>16</sup>

### **The Esteem Needs**

"These are of two kinds, self-esteem which encapsulates needs such as the longing for freedom, adequacy, independence, confidence, achievement, and respect from others which involves appreciation, kudos, recognition, acceptance, prestige, and status."<sup>17</sup>

### **The Self-actualization Need**

"Even if all these needs are satisfied, we may still often (if not always) expect that a new discontent and restlessness will soon develop, unless the individual is doing what he or she, individually, is fitted for."<sup>18</sup>

## **MY THOUGHT**

From Abraham Harold Maslow's Human Motivation theory, people have basic physiological needs. These needs come from the body's auto-

**L**iterature & Research  
**E**SEARCH

matic efforts to maintain itself. They are behaviors originating from self-preservation. When the basic needs of people are met, they will search for safety and protection. This is provided by people's homes and society. The "safety need" makes people defend themselves, and protects them from danger. Once they have been satisfied with their basic safety needs, people need to have the caring and attention from friends or family. The "belongingness and love needs" enable people to obtain more safety. However, this involves both giving and receiving love. The "esteem or respect needs" allow people to gain a high evaluation from other people. This develops into their reputation and prestige. The satisfaction of the "self-esteem need" leads to a feeling of self-confidence. For the "self-actualization need", people try to meditate and are absorbed with the unknown. Thus, they are able to clear their weaknesses. They find their own way to be liberated from other people's view points. In this way they won't be controlled by other people's evaluations.

Nirvana, can be translated as "Nirvana" or "Nibbana". In Buddhism, Nirvana is the ultimate level. It is voidness and absolute calm and peace. It is the extension of "I". Because of the attachment of "I", "Me", "I am" or "Mine", human beings have difficulty forgetting "selves" They cannot jump out of the "individual". They feel the purpose of everything is for their own advantage. They grasp everything that they can. The source of people's worry, dissatisfaction and desires come from their minds. They need to jump out of materialism. People are attached by materialism, and they seek the pleasure of sensuality and are obsessed by name and prestige. Actually, the existence of temptation comes from people's own minds. Because they sink into desires, they lose themeless. They do not know what they are looking for or what their real

**Literature & Research**  
**RESEARCH**

**6-4**

need is. They grasp everything to become "Mine". That is bottomless and is the reason why they believe more is better. Buddha told us to cultivate ourselves. It is the way to be released from the temptation of desires. When people obsess in obtaining what they want, they become the servant of their desires.

## STRUCTURING THE PROJECT

Through my research, I found three structure principles from the book Multimedia Graphics, Velthoven and Seijdel;

### **"Stage one: Concept**

Client, editors, designers and production staff have to know what the goal of the project is and every decision has to be based on it.' 'The basic question is very simple: What will it be about? The second question is: What do we want to give the user?...

### **Stage two: Editorial, interaction, sound and visual design**

The way the various linear bits of information are connected is as much part of the content as the information itself...

### **SPQR: four traps to avoid**

There are four dangerous traps to watch out for in multimedia development: System thinking, too many Possibilities, Quiz and too much Room".<sup>19</sup>

**L**iterature & Research  
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## MY THOUGHT

To start a project for interactive multimedia design, the structure of a project is very important. It can make the project successful and save

6- 5

both time and budgeting. The most important thing is to unite all the details with clarity and completeness. For instance, I first had to develop navigation before I started to work on my graphics. If I did not have a clear navigation, it would be difficult to decide what images I wanted to have, what kind of expression, tone and feeling I wanted to present to the user and what kind of feedback I could get. If these are not present, the planning becomes too difficult. Then when I linked the navigation, I would get obstructed. If the navigation is linear, how could I make the project more attractive? If the idea is intangible, how could I make the navigation clear to the user? I also realized that it is important to make people explore the hot spot or button and not to become confused. Asking the tester to try out the program is a good way to find out any problems in the project. Good file organization made it easier for me to remember navigation and also avoided linking problems. Additionally, it enabled me to speed up the loading and running. Lastly, I also needed to consider using minimal file size while maintaining image quality to make the movie run smoothly. If this is not accomplished, the whole project would become fragmented. The sound presentation is very important to multimedia. It could make the feeling of my expression more powerful or the idea more clear. Combining these elements together allowed me to produce a project with very good quality and effectiveness.

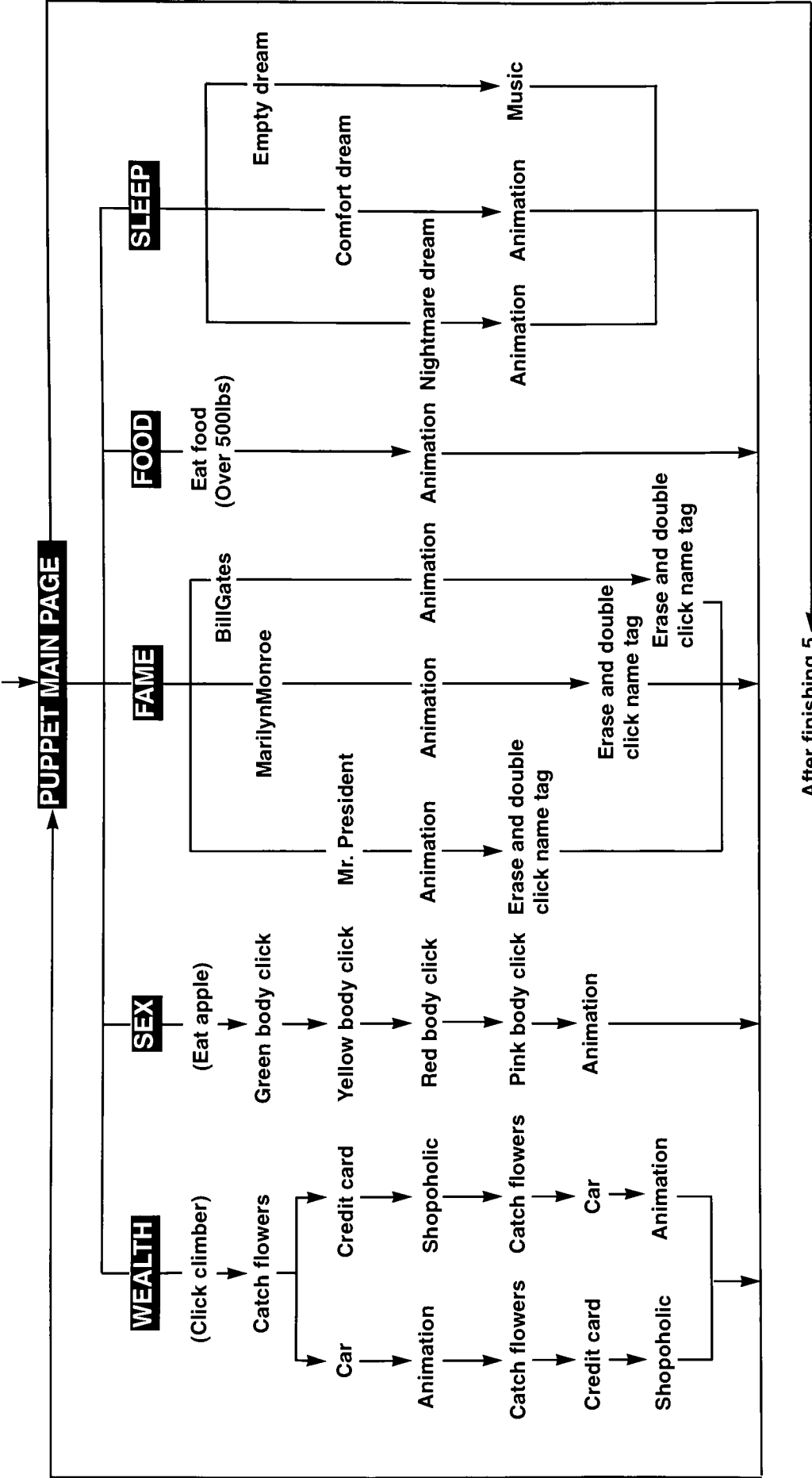
**Literature & Research**  
RESEARCH

6- 6

**Navigation Map & Detai**  
**Graphics**  
**Animation**  
**Color Palette**  
**Sound**

NAVIGATION MAP




**INTRODUCTION MOVIE**  
(Title Introduction & Puppet Movie)



After finishing 5 desires  
↓  
**QUIT**  
(Green puppet movie & Credits)

## NAVIGATION DETAIL (Macromedia Director 5.0)

The purpose of my project is to present the basic idea for the liberation from the five desires. Thus, I chose the non-reversible path to symbolize breaking the desire cycle. I set the lingo as global value to control the whole navigation in order to express my idea. In this way after the user has finished each navigation, the entrance will no longer be active. This means the user has been released from that desire. Also, the user will be led to the "Scissor page". After the scissor is dragged, congratulations! The user is released from his or her desires. The user will see the "Green puppet movie and credits" and then automatically quit.

To find the five desires of human beings, the user can use the cursor symbol  for clicking or  for erasing. Using the cursor symbol  to grab or double click the button or hot spots is the way to be freed from the five desires in my project.

Navigation Detail  
PROCEDURE

25-01

## **INTRODUCTION MOVIE** (Including Title introduction & Puppet movie)

### **Title introduction**(see color prints)

The whole project starts from the title then continues into one minute of my preface. "The five colors blind the eye. The five notes deafen the ear. The five tastes deaden the mouth. Wealth, sex, fame, food and sleep are five basic desires of human beings. The bottomless pit of human desires is never filled up. If people are greedy for their desires, they will lose themselves. Like puppets, people are controlled by too many desires." After this explanation of my idea, the Puppet movie shows up.

### **Puppet movie** (see color prints)

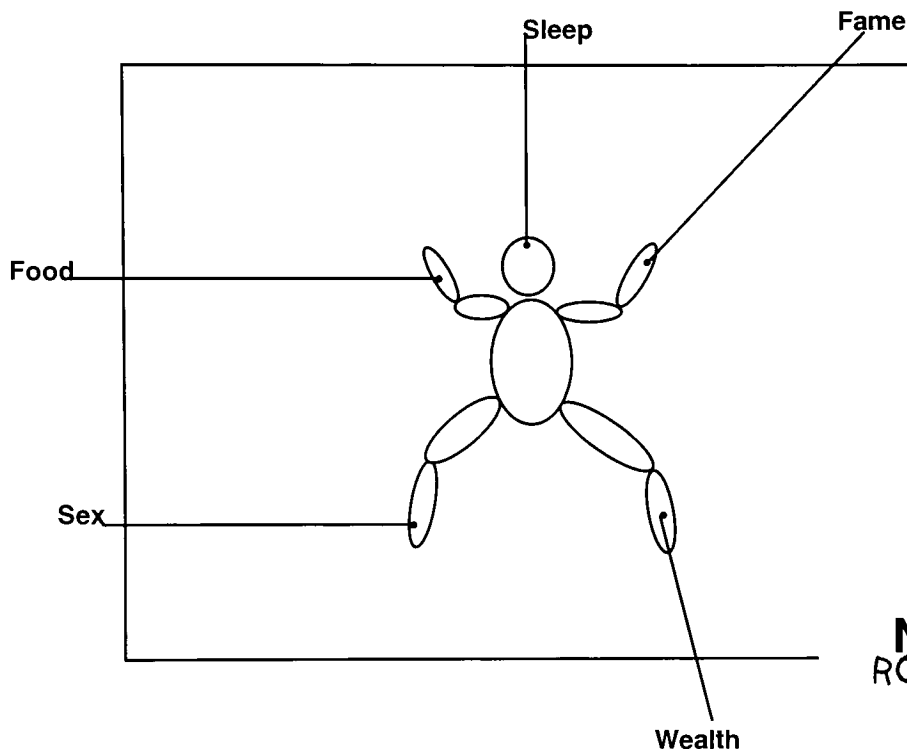
The "Puppet movie" lasts about 10 seconds. It expresses the idea of a controlled puppet. The puppet wakes up by the music from his lonely and unhappy state. The "Puppet main page" then appears after the puppet finishes dancing.

**Navigation Detail  
PROCEDURE**

25-02





**Puppet main page** (see color prints)



## Navigation Detail PROCEDURE

For this project, there are five main navigations which are wealth, sex, fame, food, sleep. They are represented by the right leg, left leg, right hand, left hand and head respectively.

When the user advances the mouse over the head and the limbs of the puppet. The cursor will change from  to  and the music will also change simultaneously.

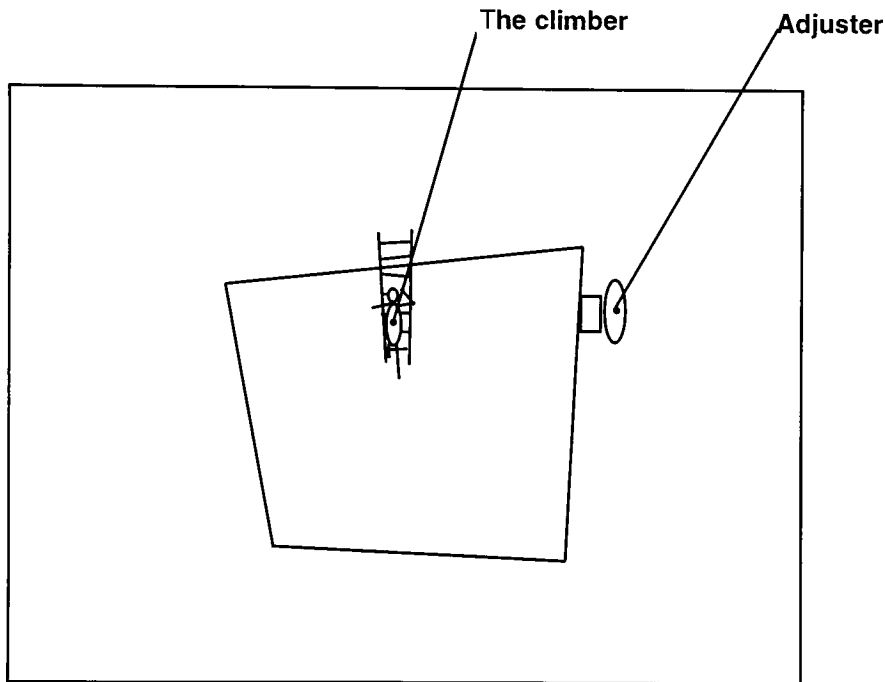
This interactivity will lead the user to understand these correspondent parts are the entrances for the five desires. After the user clicks each entrance way, he or she can go to the navigation path in which the user would like to take a look.

**25-03**


## WEALTH

When the user enters this navigation, the title shows up to lead the user to the "Wealth main page"

The "Wealth main page" (see color prints)



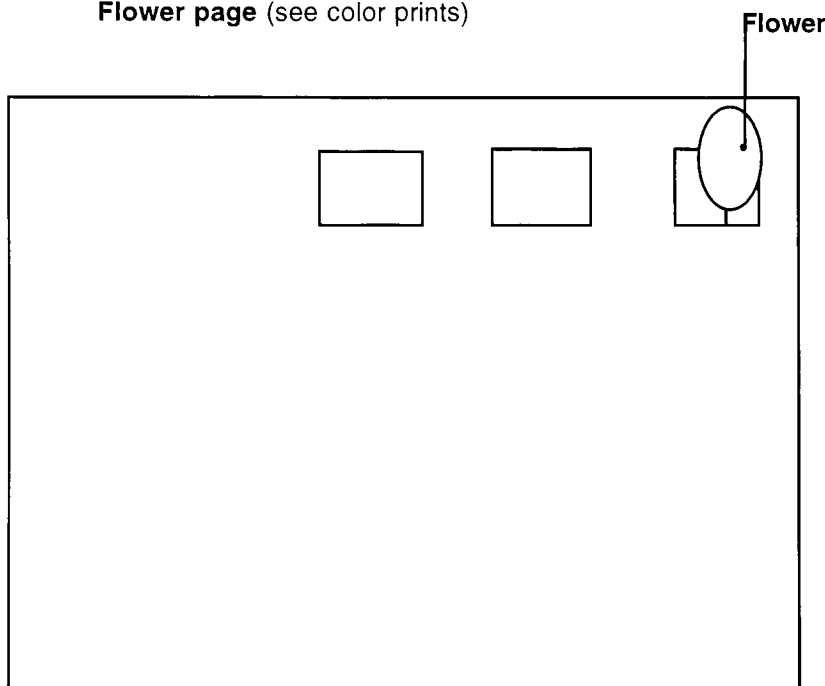
Navigation Detail  
PROCEDURE

The adjuster on the right hand side of this page is for controlling the climbing speed of the human figure. To activate the climber and the adjuster, I used the icon of  as the cursor. The two colors of the cast members as lights are looping to flash to attract the user attention. The upper dot of the adjuster is to speed up the motion of the climber; the lower dot of the adjuster is to slow down the climber's speed. The user has the option of speeding up the climber towards the top of the ladder or slowing

25-04


him down. In order to go to the next level the user must click onto the moving climber at the position of 6 or 12 o'clock. The climber symbolizes the endless desire towards wealth. He is constantly climbing towards a higher level, but even when he reaches the top of the ladder, he is still searching for ways to advance to a higher position. When the user clicks onto the climber at the position of 6 or 12 o'clock, this will send the user to the "Flower page".

**Flower page** (see color prints)

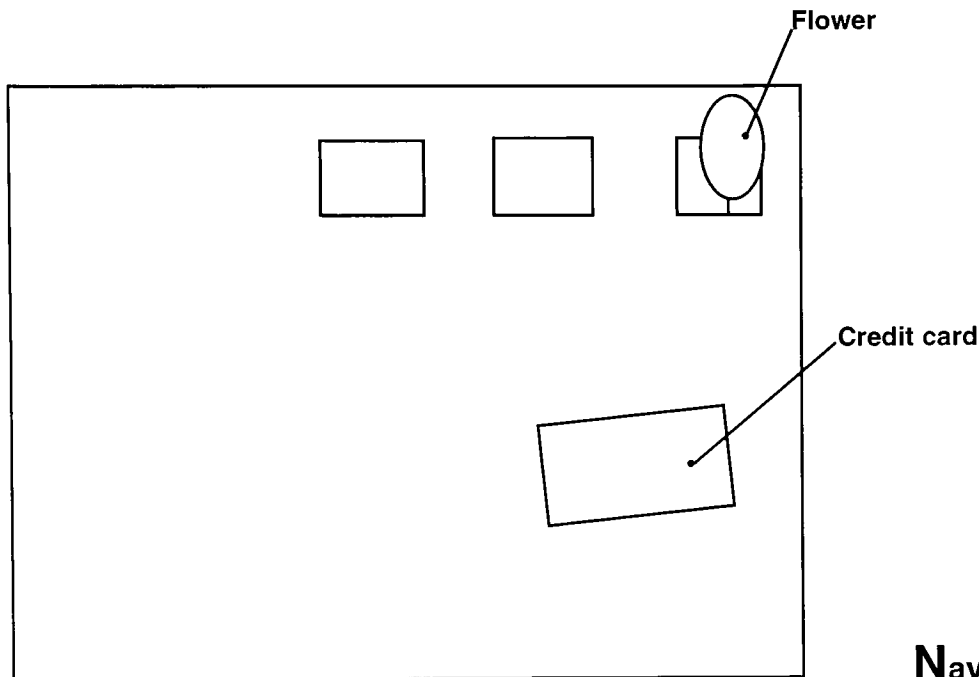


**Navigation Detail**  
**PROCEDURE**

In this page a yellow or green flower randomly appears in one of the three windows. By clicking on the flower, the user will be surprised. (credit card or a car appears)


The cursor for the flower is  .

25-05

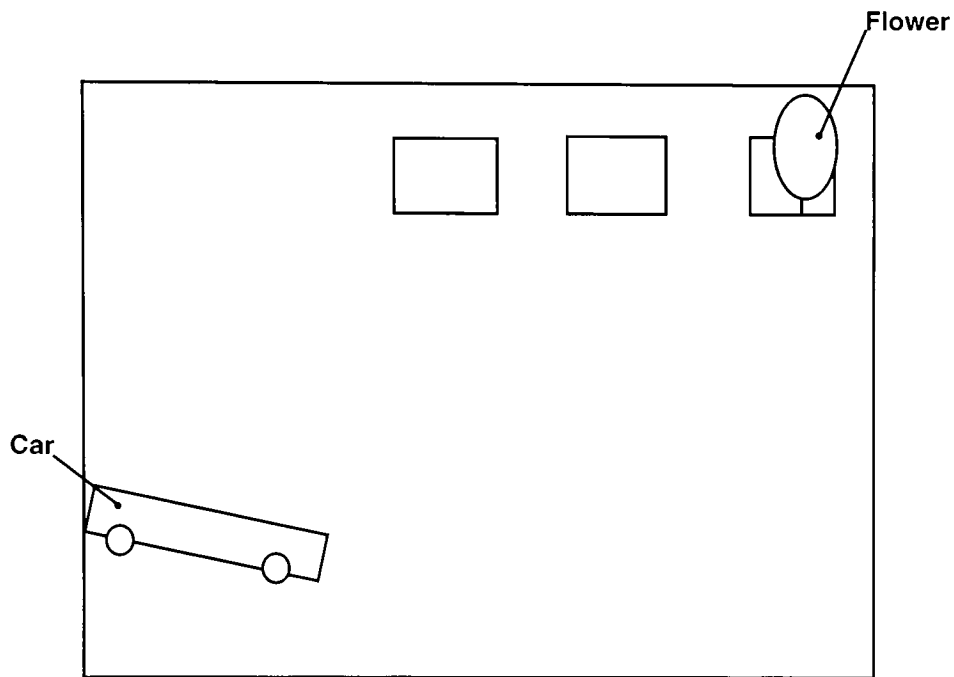


## Navigation Detail PROCEDURE

### Credit card


If the clicked result from the user is a credit card, the image of the credit card will appear blurred on the lower right hand side of the screen. When the user moves over, the credit card, it will become clear. He or she will hear "Shopoholic" after the user clicks on the credit card. The cursor for credit card is .

25-06

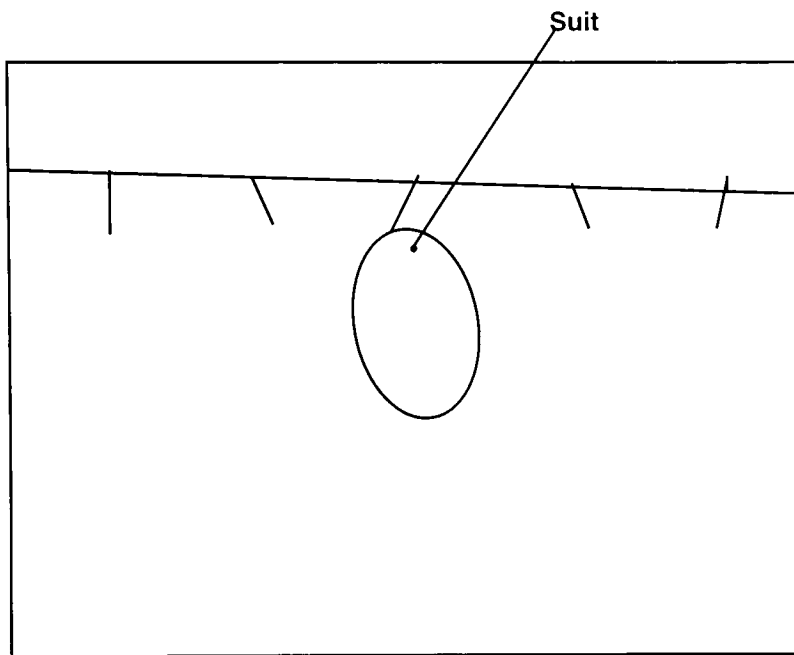


## Navigation Detail PROCEDURE

### Car



If the clicked result from the user is a **car**, it will show up blurred on the lower right hand side. When the user rolls over the car, it will become clear. The cursor for the car is . After the car is clicked, the “Car animation” will start playing.

25-07



## Navigation Detail PROCEDURE

The exit of "Car animation" (Suit page)

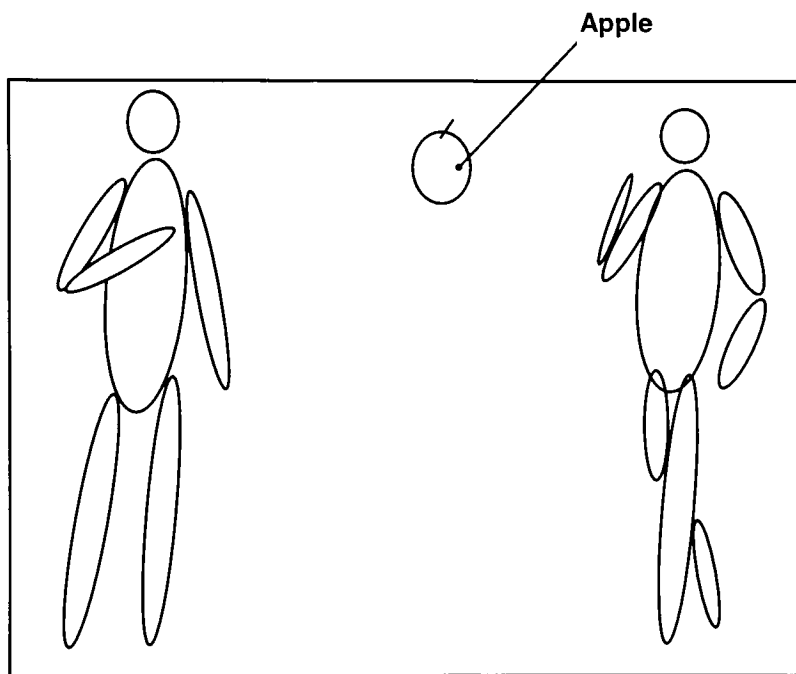
At the end of the "Car animation", the suit explodes into particles and gradually fades out. The movie stops at the "Suit page". When the cursor rolls over the suit, it will become . Then the user can grab the fade-out suit to leave this page. When the mouse is clicked down, the cursor will change to . After finishing both the credit card and car, the user will be sent back to the "Puppet main page"; however, the right leg is disabled. The user cannot go to this navigation again and must choose another navigation.

25-08



## SEX

When the user enters this page, it will display a short message that leads the user to go to the "Sex main page"

The "Sex main page" (see color prints)

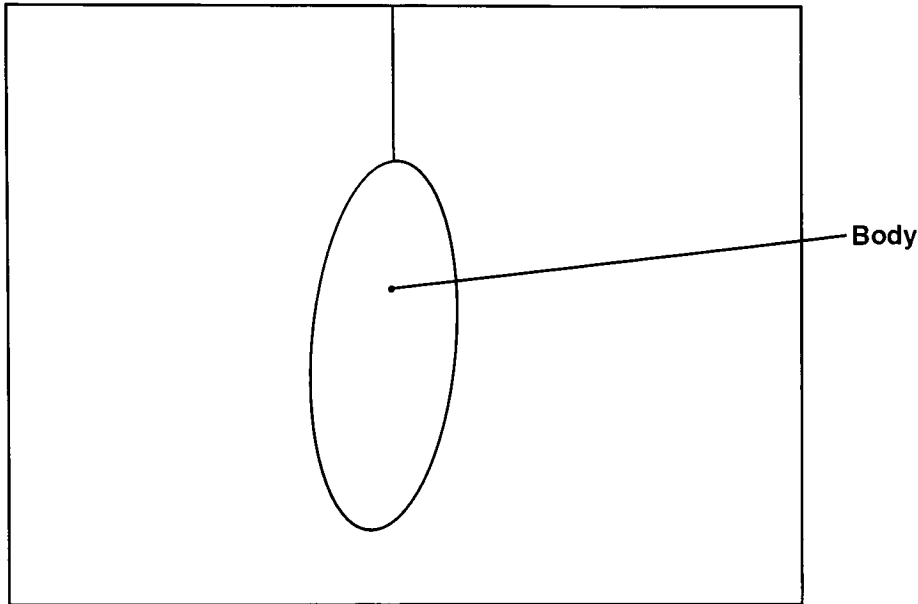


Navigation Detail  
PROCEDURE

The apple in this page is the entrance. When the user rolls over the apple, the cursor will change to . When it is clicked once, the apple will appear to be bitten once, and Adam and Eve's legs will move closer, which symbolizes the growth of Adam's and Eve's desires. After 6 bites, the cursor changes to , the user can then grab the apple to enter the "Green body page"


25-09

### Body pages (see color prints)



When clicking the "Green body", the user will see a short animation with some temptation appearing. Then body will change to a yellow color. It indicates the desire for sex increases.

### Navigation Detail PROCEDURE

When the body changes to yellow, the user can click again. When the user clicks the "Yellow body", he or she will see the temptation around the body become more and clear. The yellow body also changes to red. When the user clicks the "Red body", the temptations become much more and clear. The body becomes pink. When the user continues to click the "Pink body", one warning sentence shows up. "You have pressed too much; you have lost yourself.", then the pink body changes to white. The temptations around the body become blurred. It will lead the user to go to the "Puppet main page" automatically. The cursor for the "Green body", "Yellow body", "Red body" and "Pink body" are .

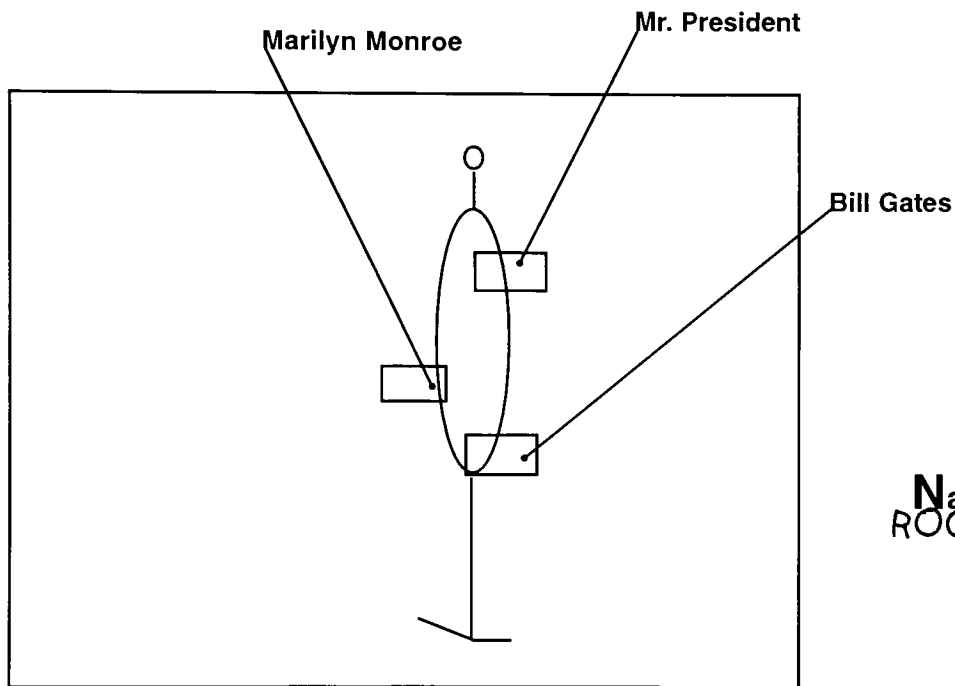
25-10



## FAME


When the user enters this page, it will display a short message that leads the user to go to "Fame main page".

**Fame main page** (see color prints)



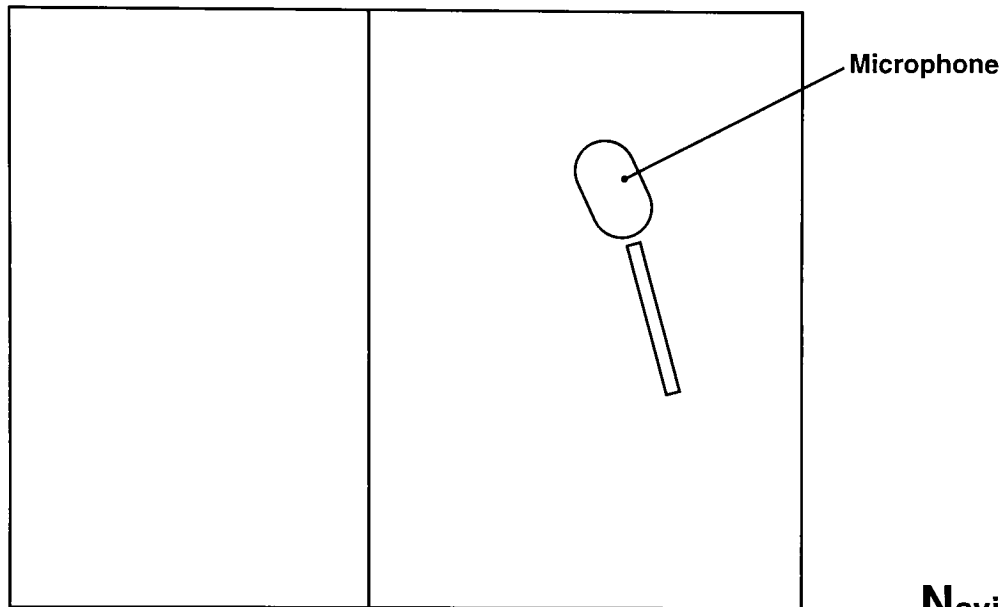
**Navigation Detail  
PROCEDURE**

I chose three famous people to represent my ideas.


When the user rolls over onto each navigation, the cursor changes to . The two cast members then change making their name tags shine. After the user comes back from each navigation, that name tag will disappear. After the third name tag disappears, the user will go to "The exit of FAME" page.

25-11

## Mr. President

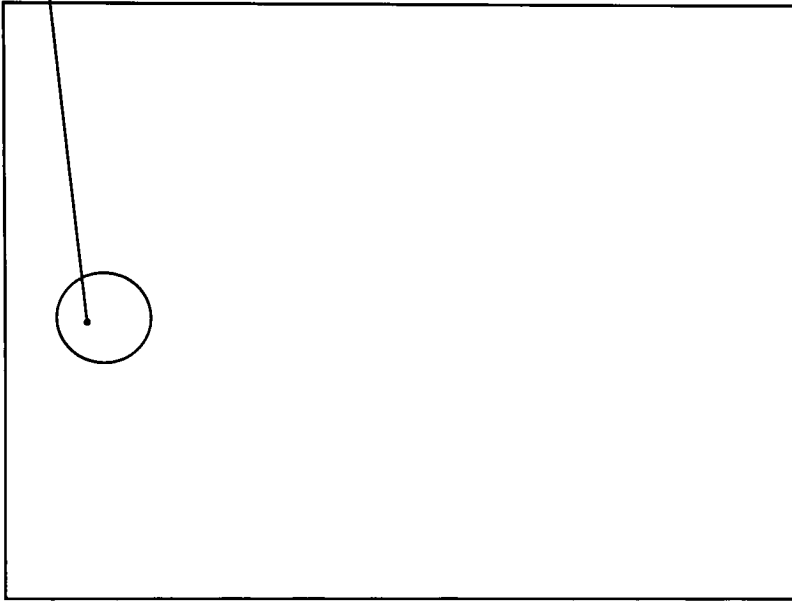


## Navigation Detail PROCEDURE


After the user enters this navigation, it will display the title and short message “After clicking the microphone find the name tag...” and “Erase, double click...” to lead the user to the “Mr. President page”. When the user rolls over the yellow microphone, the microphone changes to blue. The cursor also changes to . After clicking on the microphone, this action will start the president’s speech, and the animation appears. Gradually the page becomes covered by a glow.

25-12

Name tag




"Finding the name tag page" in "Mr. President" (see color prints)

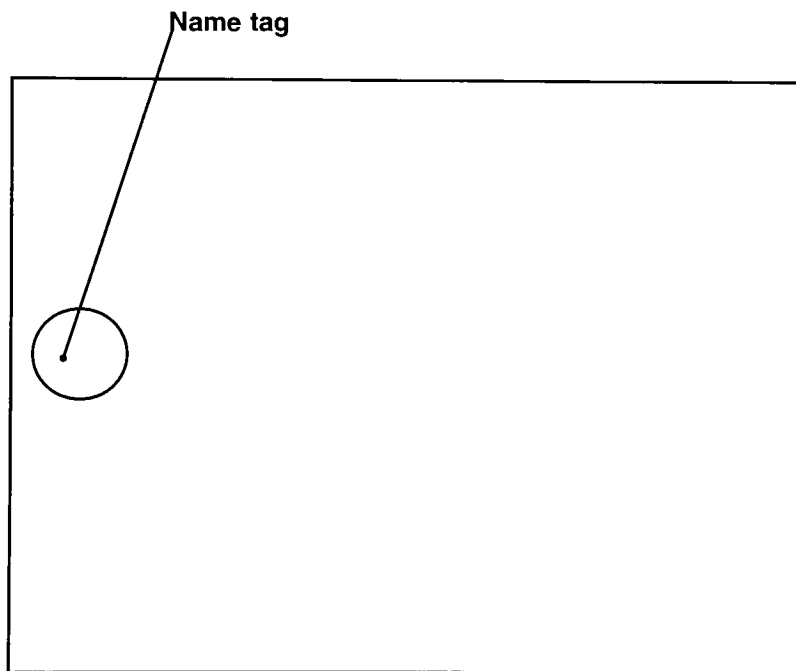
My goal is to show the user that the name tags symbolize fame. By searching the screen, the user will find an area which will erase. The cursor symbol for this area is . After double clicking, the user will be able to exit. After exiting, the user can return to "Fame main page" The name tag of "Mr. President" will then disappear.

Navigation Detail  
PROCEDURE

25-13

## Marilyn Monroe

When the user enters this navigation, the title and short message show up and is followed by an animation. At the end of the movie, the page will be covered by a white glow. Then user must search the screen for the area which erases to find the name tag, then double click to exit "Marilyn Monroe". For this area, the cursor changes to . After exiting, the user can go back to the "Fame main page"; but the name tag of "Marilyn Monroe" will disappear.



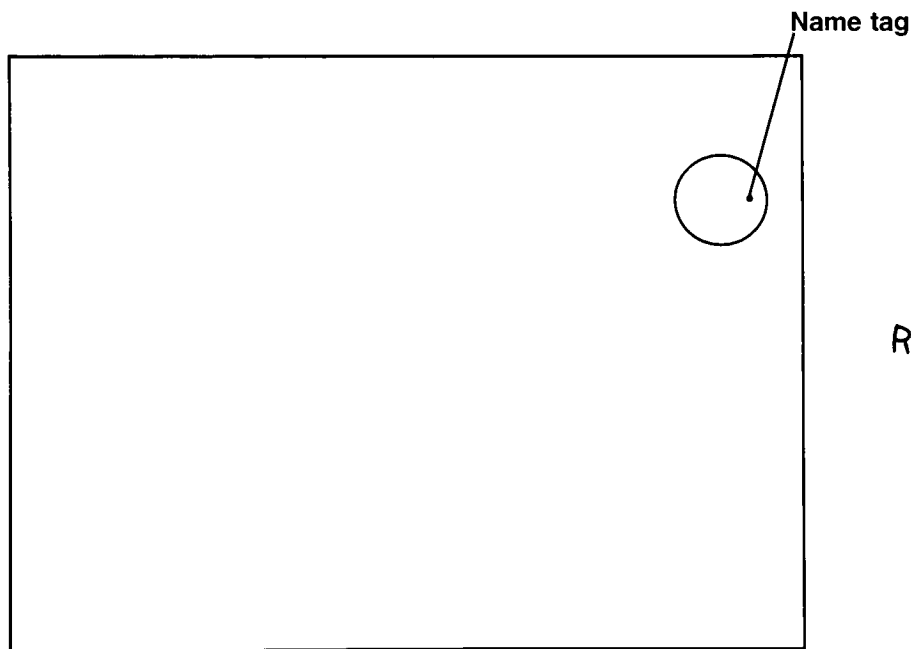
"Finding the name tag page" in "Marilyn Monroe"

**Navigation Detail**  
**PROCEDURE**

25-14

## Bill Gates

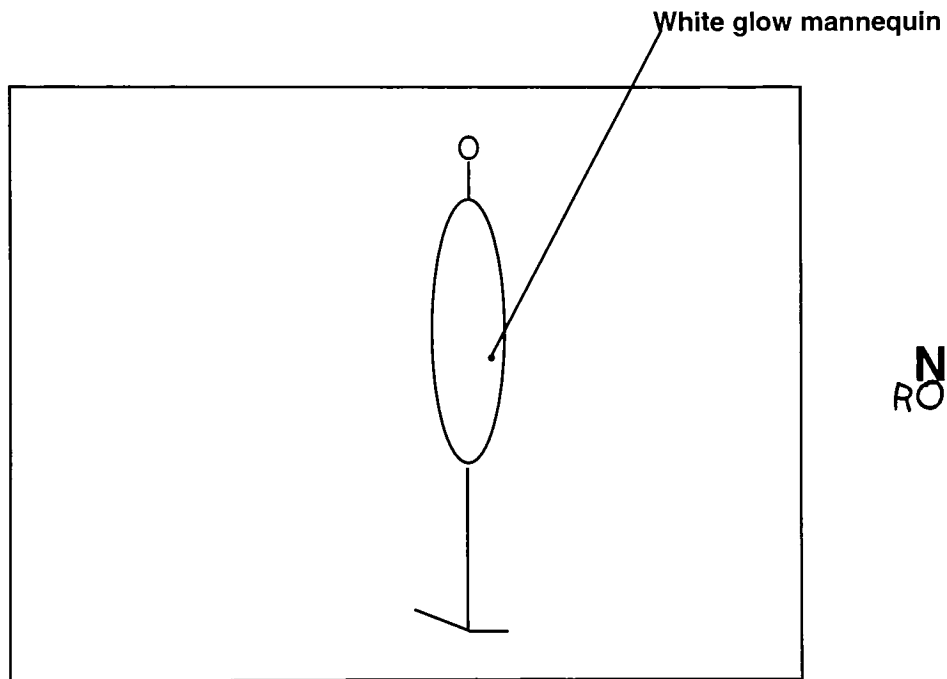
When the user enters this navigation, the title and the hints “Find the brand name tag...” and “Erase, double click...” appear, then followed by an animation. At the end of the animation, the page becomes covered by a white glow in the same manner as before. The user must find the name tag to exit. After exiting, the user can go back to “Fame main page”, but the name tag of “Bill Gates” in the “Fame main page” will disappear.



“Finding the name tag page” in “Bill Gates”

### The exit of FAME

After finishing the three navigations of name tags, the user will be led to this page. The appearance of the white glowing mannequin means the user has been released from the desire of fame. The user must drag the white glow mannequin in order to leave the FAME.



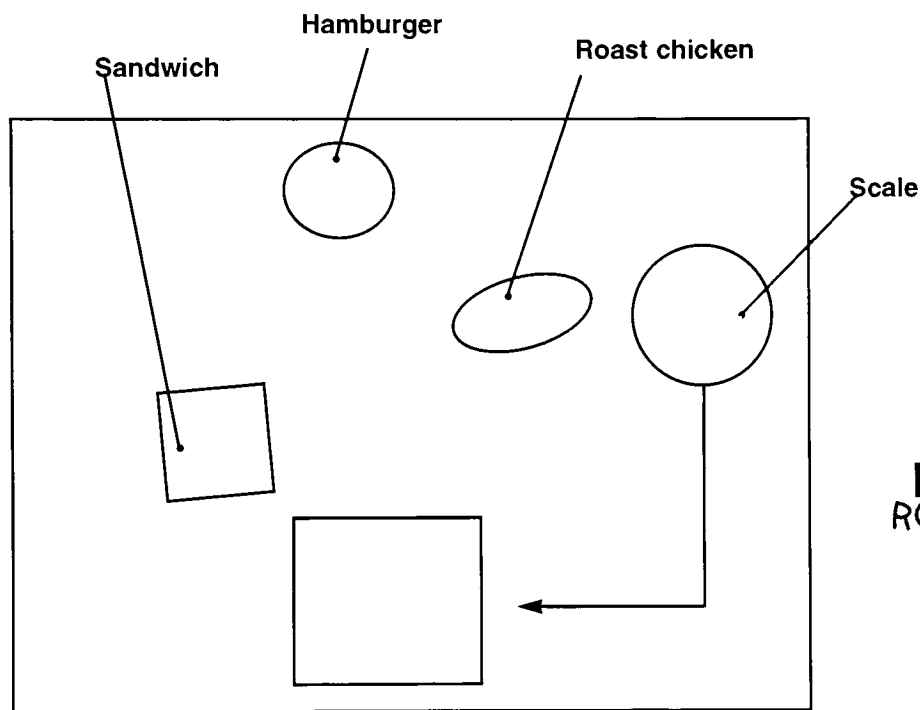
Navigation Detail  
PROCEDURE

25-16

## FOOD

When the user enters navigation, the title and the hint "Eat over 500lb. of food.."shows up to lead the user to the "Food main page".

**Food main page** (see color prints)

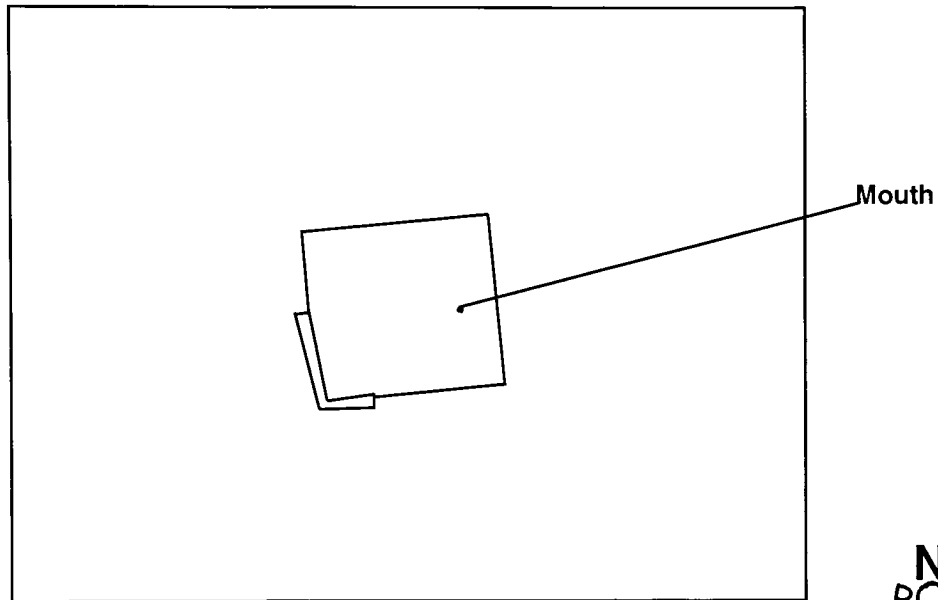




**Navigation Detail  
PROCEDURE**

In this page, I wanted to illustrate the act of over-eating. Thus, I have set the accumulation limit at 500 lbs. The roast chicken is 100 lbs. The hamburger is 50 lbs and the sandwich is 10 lbs. The total amount will show on the "Scale" When the user clicks one food, a short animation for mouth will show up. If the sum of the selected food is over 500 lbs, the user will see a "terrible food" animation. I wished to show that if one eats too much, foods become tasteless. At the end of the animation, the screen stop at the "The exit of FOOD" page.

25-17

## The exit of FOOD



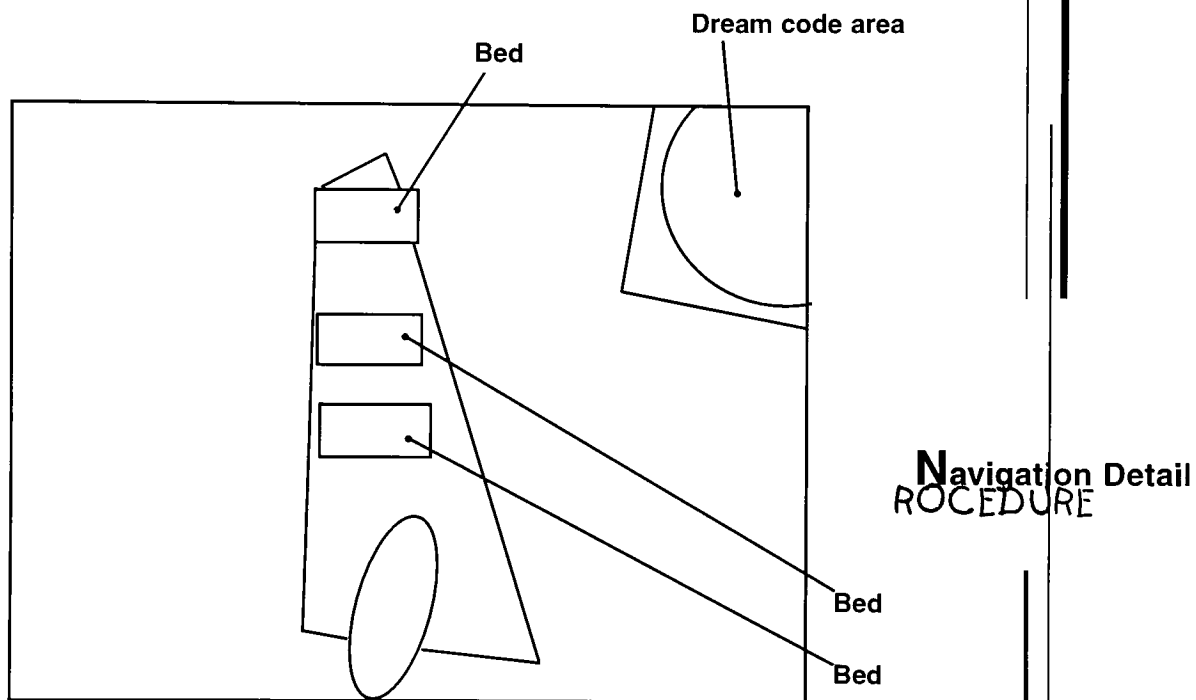
The mouth is the exit for this page. Therefore, the cursor for the mouth is . When the user presses the mouse down, the cursor changes to . Also, it leads the user to go back to the "Puppet main page".




## SLEEP

When the user enters this navigation, the title and the hint “Find 3 types of dreams...” appear to lead the user to go to the “Sleep main page”.

**Sleep main page** (see color prints)

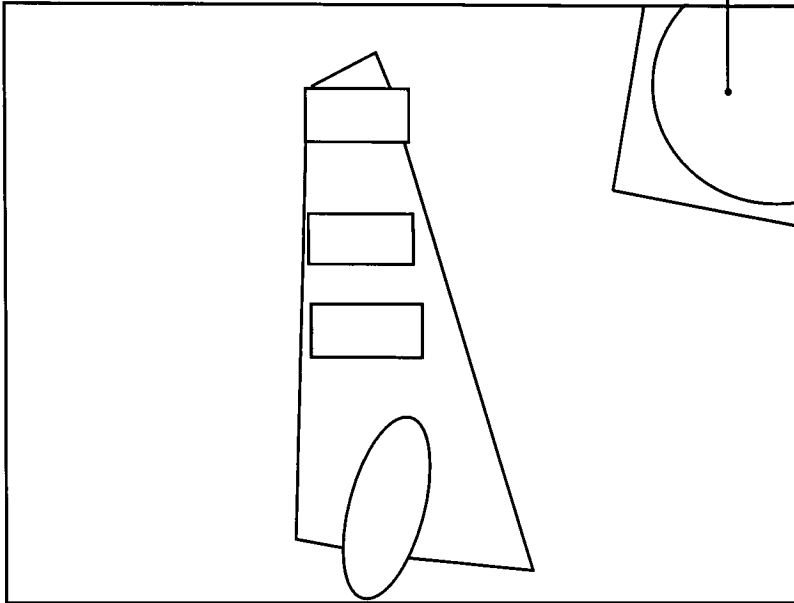


There are three types of dream codes on this page, empty dream, comfortable dream, and nightmare dream. When the user clicks on one bed, it will randomly pick up one dream and shows the code in the “Dream code area”. For the three beds the cursor is . When the user gets the comfortable dream code or the nightmare code, this results in the flashing of two changing cast members in the “Dream code area”. If the user clicks on the empty dream code, it will just play music.

25-19

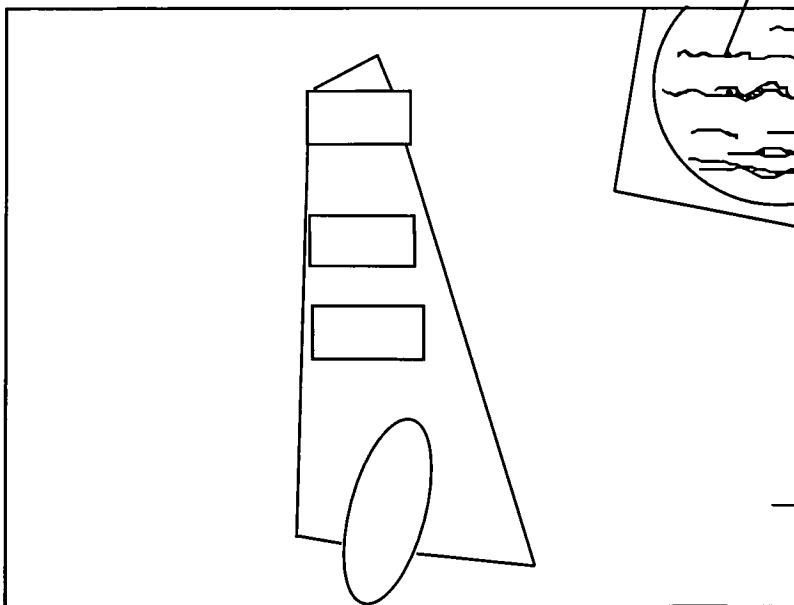
Empty dream

Empty dream code



Comfortable dream

Comfortable dream code

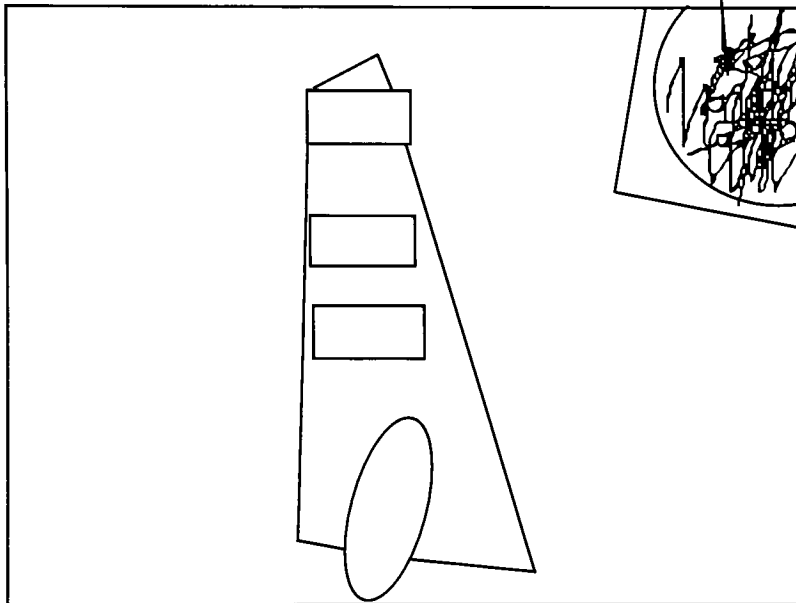


Navigation Detail  
PROCEDURE

25-20

Nightmare dream

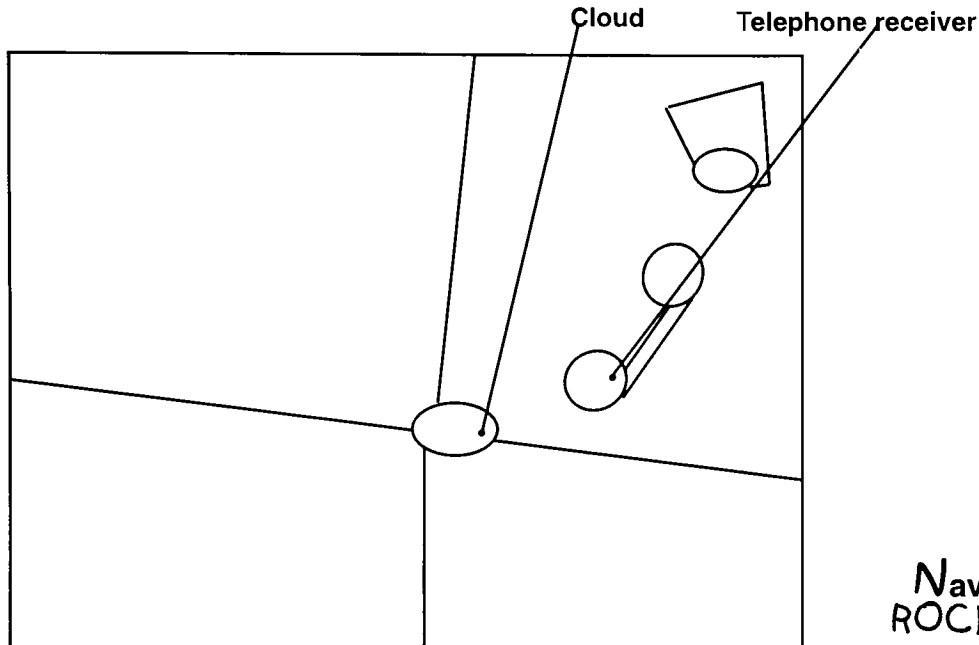
Nightmare dream code



Navigation Detail  
PROCEDURE



25-21

If the user clicks on the comfortable dream, the comfortable dream code will show up in the "Dream code area". Then the user can click the code to go into the "Comfortable dream page".



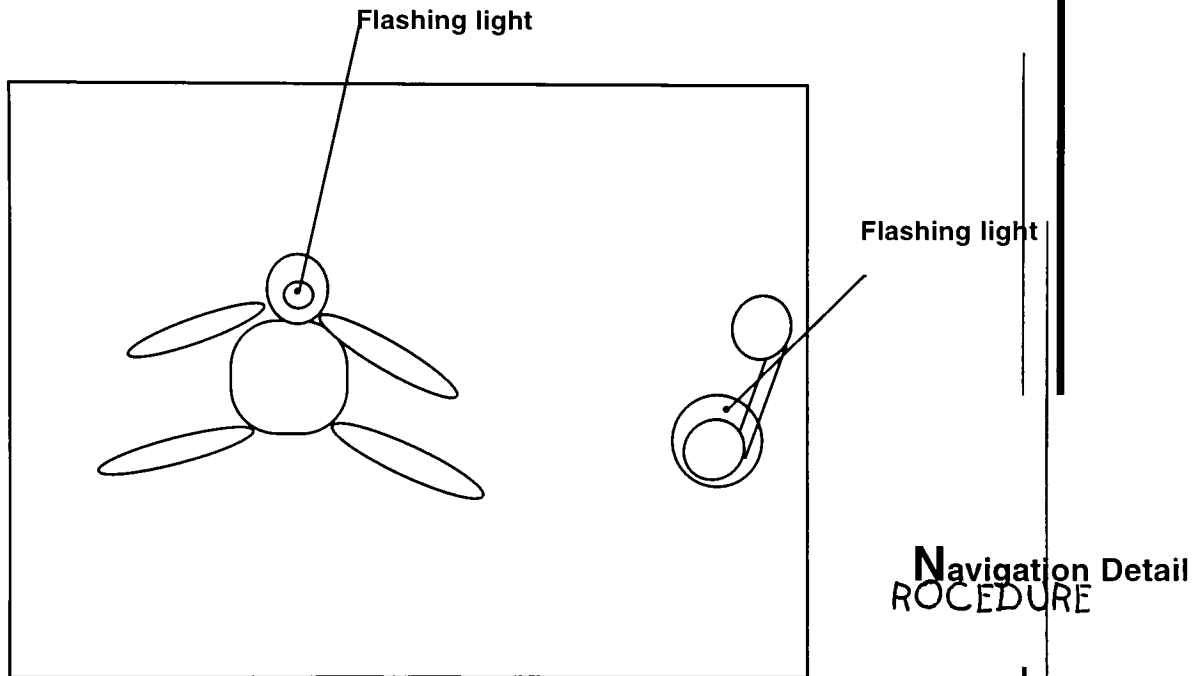
## Navigation Detail PROCEDURE

Comfortable dream page (see color prints)


When the user enters this page, the cloud is floating up and down. The telephone receiver is flashing. The cursor for the receiver and the cloud are both . The user can hear the comfortable sound by clicking on the receiver. However, if the user clicks again, the sound will stop. When the user clicks on the cloud, the cloud will stop floating up and down. Then the objects in the upper left corner start to play. The user will feel as if he or she is in a dream like situation. The movement of the dream language on the lower right corner draws the user's attention. At this time when the user rollover the cloud, the cursor changes to . The user can then drag the cloud to leave this page.

25-22

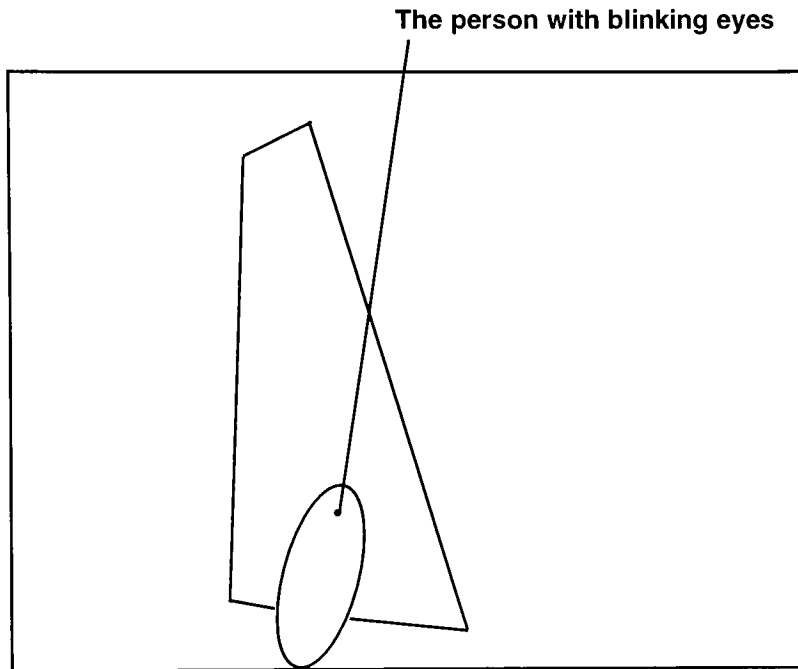
If the user clicks on the nightmare dream, the nightmare code will show up on the upper right-hand corner in the "Dream code area". The user can click the nightmare code to go to "Nightmare dream page"




Nightmare dream page

The first thing that the user will see is a short animation this leads the user to the nightmare page. In this page, he or she can see that the light of the receiver and the light on the man's face are flashing. By clicking the light of receiver, the nightmare sound plays. When the user clicks again the sound stops. When the user clicks the light of the man's face, the user will fall into the nightmare. At the end of the animation, the cursor becomes . To leave this page, he or she just drags the receiver.

## The exit of SLEEP



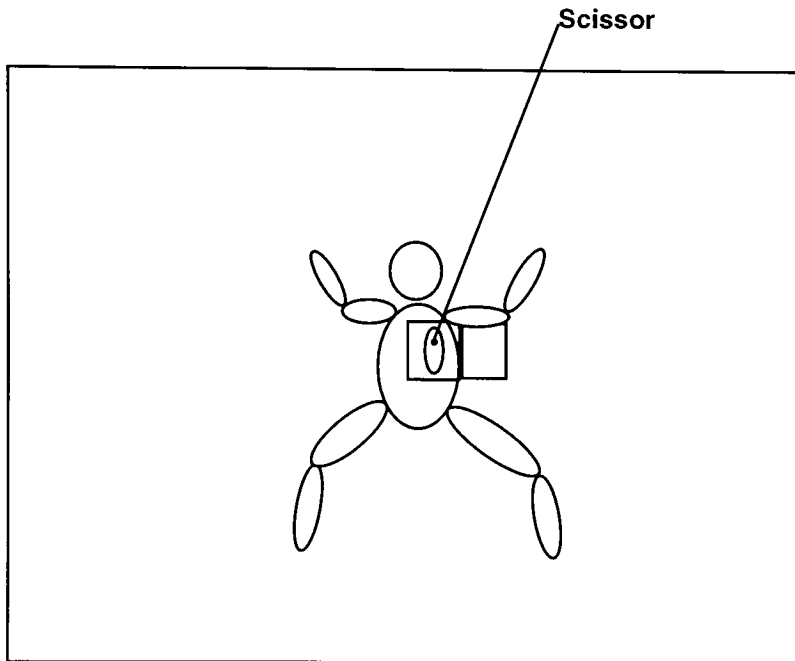
**Navigation Detail**  
**PROCEDURE**

When the user finishes all three dreams, he or she will be led to "The exit of SLEEP" page. The user will then see the beds disappear and the person wakes up. When the user rolls over the bed, the cursor symbol is . The user must grab the man's face to go back to the "Puppet main page".

The user must remember to find all three types of dreams so that he or she can exit "SLEEP". Otherwise the user will be trapped in this stage.

**QUIT**

**Scissor page** (color prints)



**Navigation Detail  
PROCEDURE**

When the user finishes the five navigations, he or she will go to the "Scissor page", and must drag the scissor to leave. Next a short "Green puppet movie" will play to show that the puppet is released from the controlled strings. The credits will start to roll and the application quits automatically.

**25-25**

## GRAPHICS

### Equipment

Power Macintosh 7100/80 with a 750MB internal drive

72 MB of RAM

17" Monitor

230MB MO drive

2GB APS external hard drive

Scanner UMAX S-6E

### Software used

Alias|Wavefront, Alias Studio 7.0

Fractal Design Poser 2.0

Adobe Photoshop 4.0

I chose the symbolic and metaphorical graphics to represent the subconsciousness of "desires". I wanted to present to the viewer a feeling between reality and illusion. By using visual stimulation, my intention is to stir up a feeling inside the viewer to convey my idea. By using the real-world physical properties like shadow, reflections and texture, I have presented a more natural feeling. Thus, I combined the scanned images and computer generated objects. Even with the items or environments I created in 3D software, I used a lot of natural texture for expression. The intense saturated hues and high contrast color stimulates human vision. In addition, the blurred and bright images represent the mirage of desires. The unbalanced and chaotic layout symbolizes the changing dilemmas. By using warm colors, organic shapes and soft textures, I tried to express a human feeling. I chose the red color to emphasize the contradictions of desires and frus-

Graphics  
PROCEDURE

9-1



## THREE DIMENSIONAL GRAPHICS

trations.

The 3D objects in my graphics are the puppet in the "Puppet movie", the climber in the "Wealth main page", the clock in the "Wealth main page", the apple in the "Sex main page", the mannequin in the "Fame main page" and the three beds in the "Sleep main page", I used three dimensional modeling software to create some of main objects, buttons and hot spots in the main pages. The reason I only used the 3D items in the main objects was because I wanted to draw the user's attention to focus strongly to feel and hear my interpretation. These items are the heart of my idea, the origin where desires come from.

### Puppet movie

The puppet is smiling. It keeps the same smile forever and never changes because the creator created it this way. The user can hear that it is telling you "I don't want to smile. I want to have my own feelings". It is a controlled puppet. The environment is so quiet; the feeling is so sorrowful. The strings force the puppet to dance whether by big or small manipulations. When the dancing is finished, the puppet must stop where ever it was last placed by strings. This is the simple and main idea which I want to express. I want you to listen to the story through the puppet in this puppet movie.

The puppet and the environment were created by Alias|Wavefront, Alias Studio 7.0, a 3D modeling application. The mysterious feeling is what I want. I created a painting wall texture in Photoshop then brought it into Alias to create an old stage feeling. The simple box in the center of the screen symbolizes the playing stage for the puppet. The shadow makes the puppet appear more dramatic. The three volume lights projected from the

**Graphics**  
PROCEDURE

9- 2

bottom and middle in front of the puppet focus on its depressed posture. The highlight of the puppet attracts the user's attention to the dancing movement. Meanwhile, the simplified stage is designed to focus on the puppet's constrained movement.

### **The clock page in WEALTH**

For the wealth main page, there is a dimensional space, a clock, and a climber climbing a ladder. These elements are put together to express my abstract idea that people are busy spending as much time as they can looking for wealth, trying to reach the top. They think this is a highest goal. They don't know where to stop because they are never satisfied. The climber starts to climb up from the 12 o'clock point. The 6 o'clock point is the highest position to him; but to us he is on the bottom. Thus, the climber turns his body toward what is the top direction in order to continue climbing. This is like human beings always wanting to get respect from other people and caring about other people's evaluations. They work not for their own dream; they work according to other people's viewpoints. I used the clock to symbolize time. The time dimension feeling is more important than recognizing the clock. Therefore, I distorted the clock and clock hand and used the act of climbing to symbolize the clock hand. The objects on this stage are visible in different dimensions and rotate towards different directions. It makes the objects appear to be floating in the air to present an unstable scene.

I created the climber's posture model in Fractal Design Poser 2.0 software then brought it into Alias|Wavefront, Alias studio 7.0 to map the texture, light and combine it with the clock environment. There are some curves on the aluminum clock surface to express the space-time concept. The weak reflection of the clock's surface and the recessed hue of the num-

**Graphics**  
PROCEDURE

**9-3**

ber makes the climber's shadow clear but does not distract the user from the climber or the climber's reaction when he reaches the numbers. This representation makes the message simple and clear that the user is able to follow my thinking.

By choosing the bright yellow color making the figure stand out from the other objects, I have attracted the user's attention without interfering with the climbing message. Furthermore, the climber has no reflections so it keeps the message simple. The day-like light makes the shadow softer. The scene shows the climber working so hard during the day. The climber's three dimensional expression and shadow make his man's movement more clear. It is like passing through time. The adjuster is flashing to wait for the user to adjust and control the climber's speed. I use green and yellow as the main colors for this stage. It shows a energetic day just like people looking for a hopeful future.

#### **The apple in the "Sex main page"**

This is also created in Alias. The life-like apple is the focus of the sex main pages. It is the only 3-D object in this page. I would like to attract the user's attention to that apple. It is the origin where temptation comes from. The relationship between the apple and the background is connected. Although the apple is the primary focus, I also want to give the user a general idea about Adam, Eve and the apple story in a short time. Therefore, I use ambient light to present a day time feeling for the apple.

#### **The mannequin in the "Fame main page"**

Fame is a title people give to themselves. It is just like a name tag. If you don't wear it, you cannot show the differences between yourself and people. The mannequin is a simple object to symbolize human beings. It

**Graphics  
PROCEDURE**

**9- 4**

allows me a basic form on which to hang the name tags. I want the user to focus on the name tag. Thus, I used a simple transformed mannequin to express my idea. The mannequin was done in Alias. The stone texture makes the mannequin simple yet with a detailed feeling. Furthermore, the spot light isolates it from the background. The light also produces the colorful tone for the whole stage. When the cursor rolls over the name tag, the name tag shines. The whole feeling is very attractive. It is just like the shining fame people that want to possess.

### **The beds in the "Sleep main page"**

The simple shape but colorful bed is also created in Alias. A dream-like feeling was I wanted to have in this page. Thus, the beds should be simple and unreal appearing.

The environment is dark. The three jumping beds with illogical shadows. I used neat shapes to present the beds. The colorful wires make the beds uncomfortable. They bring across to the user some deep messages. The ambient light comes from above and a small spot light shines in front of the bed. The lighting brings to focus the center of stage.

**Graphics  
PROCEDURE**

## **TWO DIMENSIONAL GRAPHICS (Adobe Photoshop 4.0)**

Desires are from the deepest part of the human mind; a part that is very primitive and direct. For this reason the color I used in this project is very strong and deep. The title introduction before the "Puppet movie", however, is plain and in black and white.

The title introduction and hints are warning the viewer to wake up. I would like the user to make a self-examination. My intention is to present this unemotionally. Thus, I use mostly black and white to express the idea of desires. Thus, only yellow is used for hints.

**9- 5**

Before each main page the user finds a title and hints. “Gaussian blur” or “Motion blur” makes the words become ambiguous in order to express my “transient” idea.

For most of the background texture and environment atmosphere, I used the oil painting, rustic wall or carbon print-out paper texture to encompass most of the background texture. It gives the image a more human feeling. I sometimes emphasized the brightness, contrast or color variation to adjust the images. Thus, the stage image shows some uneven textures. The user can get more emotion and resonance from my presentation.

### **The “Wealth main page”**

For the clock page in the wealth navigation, I needed to present a dazzling feeling. Thus, I positioned the red channel of marble texture in an off-sided manner, purposely unmatching it to the blue. Wealth is just like this feeling. The green color symbolizes money. In the flower page of wealth, the big contrast of colors, reduce the details and makes the impression of the background more neat and simple.

### **The “Flower page” in WEALTH**

I would like to say that money is equal to happiness in the material world. Thus, I used bright orange to express the happy feeling for the flower page of wealth. The car and credit card here are covered by a colorful halo. They are just like the shining of wealth. You may say that wealth may or may not be important, but it is between real and unreal. Like the distorted cars which surround the suit in the “Car animation” they are luring the hanging suit which symbolizes human beings in the center. Wealth might be an illusion, but cars and money are happiness symbols. The vivid

**Graphics**  
PROCEDURE

and spring like feeling is what I want to express in these pages.

### **The “Sex main page”**

I used contrasting, bright color and hue to give the user visual stimulation. Red is the main tone, a lustful feeling. I also put a blue apple in the main page providing a color contrast to cause a visual shock and an unstable feeling. The carbon paper was used to create the rough texture for the lines and arrow. This presents a visual guide from Adam to the three dimensional apple, to Eve, going from the blue transparent apple to the leaves. I wanted to create a visual direction to lead the user to pay attention that when the apple was bitten, something would happen with the apple to express my idea.

### **The “Body pages” in SEX**

For body page of SEX, I used the strong colors and high contrast together to present the stimulation of sensuality. The distorted temptation around the body in the body page of SEX makes the temptation feeling more exaggerated. By using the blurred effect I created the illusions for the temptation.

### **The “Fame main page”**

The atmosphere here was created to present to the viewer the feeling of a dark room with a neon light. The mannequin fades into the medium. This is just like people who indulge in the world of fame. The contrasting shining name tags strongly stand out from the colorful world. The contrasting color and brightness makes the background more flamboyant.

### **The “Mr. President”, “Marilyn Monroe” and “Bill Gates” in FAME**

For the sub-navigation, “Mr. President, Marilyn Monroe and Bill Gates”, I used some symbols which are associated with fame, like a microphone, a clap-stick and a microsoft mark. I used the yellow and brown tone

**Graphics**  
PROCEDURE

9-7

for Mr. President. The magenta and purple is Marilyn Monroe's main tone. For "Bill Gates" I used the orange, green and blue tones. The colorful presentation expresses the idea that "fame is a desirable and colorful world". I used the high chroma and high saturation to give the flamboyant color and feather effect in order to create the fame illusion.

### **The "Food main page"**

The main color tone for the food main page is vivid green. The pattern around the edge creates the impression of a table. The strongly contrasting brightness makes the roast chicken, hamburger and sandwich figures more explicit, making them more attractive. From the red scale, the arrow leads the user's eyes to the mouth. When the user clicks the food which moves it to the mouth this motion directs the user's eyes to the scale and connects the food with the mouth. It's simple color causes the visual effect of the scale to be less pronounced than the foods. Thus, people will pay attention to the food button.

### **The "Terrible food animation" in the FOOD**

I used the black and white to express my idea which is that food becomes tasteless and terrible after eating too much. The mutated food and black and white expression make a contrast with the colorful food in the beginning of the animation. I used a blurred image to express this.

### **The "Sleep main page"**

A simple dark background with strange black lines and illogical shadows of beds on the left hand side produce a strong and quiet feeling for my sleep main page. The circle on the right upper corner is like an image world for the people during sleeping. The bright blue in the center is like moon shining through the window. The black lines interspaced in the

**Graphics**  
PROCEDURE

**9- 8**

blue mean show the sleeping path. The murmuring man beneath the center clarifies the dream feeling. The high contrast effect makes the man appear to be in the dream. The comfort and nightmare code is the man's communication language during the sleep.

### **The “Nightmare dream” in SLEEP**

For the nightmare page I chose dark colors in order to create a mysterious feeling. The yellow, green, and purple hue contrast gives a mysterious, unstable and nervous feeling in this navigation. When the flashing light on the man's face is clicked, the user is led into a nightmare situation which is an animation. I used the reverse color effect to create a striking contrast here which gives the background a feeling of light exposure. This atmosphere produces the illusion of placing the user in a dark room, going to an unknown place and running into unexpected situations.

### **The “Comfortable dream” in SLEEP**

By using high chroma and low saturation, the graphics in this navigation produce a soft and quiet feeling. The gentle light yellow is the main tone of the comfortable dream navigation making people forget their worries. When the animation starts to play, the user can see dream icons, the wooden horse, the earth, and the heart, showing up on the upper left hand side. There are some sweet stories playing in silence on the lower right-hand side.

**Graphics  
PROCEDURE**



## ANIMATION

(Alias|Wavefront, Alias Studio 7.0) or (Adobe After Effects 3.0)

### Title introduction and hints

Just like the "Title introduction and hints", I created the movement in Adobe After Effects. I wanted them to show up simply with some effects or transition to lead the user to understand my thoughts. The effects and transition make the title and introduction less plain and connect the ideas together to produce good timing and transition. I created the graphics in Photoshop then brought them into After Effects to edit.

A good reason why I used After Effects was because I was able to keep the whole feeling of the layout and not get confused by importing the files one by one. I could layout again the picture and create the movement to match the feeling that I wanted to give the user. Then I was able to produce a QuickTime movie or output of the pict sequences and then bring them to "Director 5.0" to control the tempo.

### Puppet movie

In the beginning of this project, the music wakes the puppet up. The time seems to stop at that moment. Everything calms down in order to listen to the puppet's talking through its dancing. The puppet looks so sad because it is controlled by the strings which it really wants to get rid of. Any of the user's movements influence the puppet. For the "Puppet movie" and "Green puppet movie", I animated the puppet's dancing movement in Alias. I could control the posture and gestures to get the feeling I wanted. I set fifteen key frames for the whole movie. From the first posture, which is the frustrated posture, to the last hanging posture, I wanted to present the idea that the puppet is suspend-

Animation  
PROCEDURE

5-1

ed and controlled by strings. Between the two postures, I exaggerated the differences in position and shortened the timing to make the movement faster in order to create a more dramatic feeling.

### **The “Wealth main page” in WEALTH**

For the idea of the climber trying to reach the highest position, I wanted to emphasize the message of attaining a higher position more than producing smoothness of the climber’s movements. Thus, I only accentuated the still images for the climber in each position of the numbers, then brought this into Director 5.0 software to link it together and loop it. The message of progressing to each number shows that the position of climber is becoming higher and is more important. I omitted most of the movements which are in-between the steps of the climber’s position and only emphasized the action of reaching each number. I created the action of the turning body when the climber reaches the numbers 6 and 12 in Director 5.0 by rotating the climber 10 steps. It makes the turning sequence more clear.

### **The “Car animation” in WEALTH**

In this animation, the suit is hanging by a string and continues to swing back and forth. The distorted cars positioned around the suit in the four corners keep changing shapes between the original and the transformed. The distorted and floating money moves from the left upper corner to lower left corner; it also covers the suit when they overlap. The suit implies people; the cars imply the temptation of property. I set the anchor point on the top of the hanger. Therefore, when the suit swings, it gives the impression that is hanging by the string. By using this presentation, I expressed the idea that people are controlled by too many monetary temptations. In this movie, I used After Effects software to link it together. I used the “Twirl” effect to transform the car, and “FE Scatterize”

**Animation  
PROCEDURE**

**5- 2**

effect at the end of movie for the suit.

### **The “Body pages” in SEX**

When the user clicks the body, the sexy pictures around the body increase and become more clear. By using the low intensity, I made the temptation give an illusion-like feeling. After clicking the pink body, it becomes white and blurred. The “Venetian Blinds” transition makes the clear body become blurred matching the feeling from real to illusional. In addition, I set the timing for the temptation to become visible slowly. This animation was created in After Effects.

### **The “Mr. Present animation” in FAME**

When the microphone is clicked, the small words “Mr. President” surrounding the microphone appear, and the speech also appears. This was accomplished by increasing the intensity and timing to make the small words of “Mr.President” appear word by word and keep looping. Then the “Mr.President” words move and become enlarged on the lower left hand side. A glowing appears during the movement of the words. At the end, these words are covered by the white glow. Here I represent the idea that people lose themselves in vain glory depicted as the glow. This animation is created in After Effects.

### **The “Marilyn Monroe animation” in FAME**

When the clap-stick closes, the animation starts. The words “Hollywood” on the upper right-hand corner start transforming by the “Ripple” effect. Then Marilyn Monroe’s face is enlarged, almost filling the screen. The window on her face covers her left eye. A black and white sequence of Marilyn Monroe’s pictures play in the window. By combining the Marilyn Monroe still images, I created a short animation. It is like her

**Animation  
PROCEDURE**

**5- 3**

beautiful past recalled in her eyes. At the end, this stage also covered by a white glow.

#### **The “Bill Gates animation” in FAME**

Bill Gates's relaxing picture, the logo of Microsoft and a computer are combined to produce an animation. These objects made Bill Gates famous. These pictures are scaled up or down changing the size or intensity which fades in or out and rotates to create this happy illusion and imagery.

#### **The “Terrible food animation” in FOOD**

When the user is led to the “Terrible food animation”, the foods increase in number. By using multiplication, the foods fill out the screen. After enveloping the whole picture, the foods become black and white and then distorted.

#### **The “Comfortable dream animation” in SLEEP**

When the cloud is clicked, pleasant objects gradually appear one by one and fade in and out. In the upper left-hand corner. They keep looping just like a nice dream. There are blurred words floating in the lower right corner as if they are translating the story for the upper left-hand corner. Two animations play together to combine a sweet dream-like feeling.

#### **The “Nightmare dream animation” in SLEEP**

When the flashing light on the man's face is clicked, the user is led to this animation. The overly bright scene leads the user to fall into an unexpected situation. The man in the center is floating up and down giving the user an unstable feeling. After floating up and down four times, he becomes distorted, rotates, then fades out and is scaled down as if he is falling into a bottomless pit. I set different timing for the rotating action of

**Animation  
PROCEDURE**

the man. At the beginning, the speed for the floating action is slow then increases when the man is rotating, an unexpected feeling producing fear. This animation is created in After Effects.

### **The “Green Puppet movie” in QUIT**

When the scissor is dragged, the user is led to this animation. This short movie shows that the puppet is released from the strings. The puppet jumps up and the credits come out. I animated this short animation in Alias. After outputting it to be pict sequences in DeBabelizer software, I brought it into Director to control tempo.

**Animation**  
PROCEDURE

5- 5

## COLOR PALETTE (DeBabelizer 1.65)

"The Mac uses a standardized set of 256 colors (called the standard color palette) when it is set to a bit depth of 8. When it has to show a picture that has a different set of 256 colors associated with it,...Mac will dither the pictures to match its standard color palette.." <sup>20</sup>. It will reduce the picture's resolution, or it will use the picture's own palette. In any event, it will influence the color on the screen. This will cause the screen to flash.

In this project, I used the DeBabelizer software to create 15 different palettes of 256 colors for each main page of five main desires, the title, the hint and the sub-navigation to reduce size and also control color quality. I created the individual palette for "Puppet movie", the title in WEALTH, the "Wealth main page", the "Flower page" in WEALTH, the title for SEX, the "Sex main page", the title for FAME, the hints for Fame, the "Fame main page", the "Mr. President QuickTime movie", the title in FOOD, the "Food main page", the title in SLEEP, the "Sleep main page" and the QUIT with this method.

**Color Palette**  
PROCEDURE

1- 1

## **SOUND (Macromedia SoundEdit 16 version 2)**

This project is more emphasized in a psychological or philosophical perspective. Therefore, the music I used was without words. I wanted the user to pay attention to my graphics and messages. Also, I wanted the feeling to be simple so that the user is not bothered by too many elements. When numerous messages are presented at the same time, it is easy to get confused.

The music I used in "Puppet movie" is circus music. An attractive but lonely atmosphere is the feeling that I want to convey. The puppet is awakened by a melody that is like the magic show introduction music. When the user rolls over the limbs and head, the music changes to the feeling like the show is playing. It gives the user a hint.

When the user enters WEALTH, the "Money, Money.." sounds come out. This navigation is the only music in which words are used. The strong and clear message helps the user get the idea quickly. For the "Car animation", I used the music with words which keep repeating "One thousand two thousand.." to match the floating money images. It also represents my idea that peoples' minds are never satisfied.

For the "Sex title animation" and "Body pages", I used the same music with a mysterious and sexy melody to attract the user's attention and imagination.

For the "Fame main page", I used the rapid speed and strong melody and transitional feeling to give the user a sense that people are always in a hurry to obtain the fame. The music with the neon lighting and captivating feeling conveys the idea of fame as a shining world. When the user is led to "Mr. President title animation", the strong melody draws the

**Sound  
PROCEDURE**

**3- 1**

user into this movie, producing a sensation of fame with power and influence. After clicking the microphone, the president's speech comes out. I looped the simple but strong melody. This gives an energetic and hopeful feeling but does not distract from the speech. I put the speech and music together to create a powerful feeling. For the "Marilyn Monroe animation", I used the syncopated melody and show-time feeling to match the Marilyn Monroe dancing pictures. I also used music with a drum sound to match the image transition which is scaled up, down, or rotated in this animation. The busy beat of the melody is in contrast with Bill Gates relaxing feeling to represent how he enjoys his success.

When the user comes to FOOD, the soft music starts playing. The music represents the daily life setting. It is simple to lead the user to go to main page. After the user clicks the food to reach the limit amount for eating, the ring sound comes out to remind and also lead him or her to the "Terrible food animation".

The soft but clear melody guides the user from the "Sleep title animation" to go to the "Sleep main page". The repeating music makes the user fall into a dream-like state, and causes him or her to focus on the man in the center who keeps opening and closing his mouth as he is murmuring. The music for the empty dream is the "Comfortable dream" music. When the user enters the "Comfortable dream page", the user can click the telephone receiver to listen to the snoring sound. After he or she clicks the cloud, the music changes to a soft and child-like feeling. The single "La" sound makes the user fall into a sweet dream. After the user enters the "Nightmare main page", he or she can click the telephone receiver to listen to the scared sound. After clicking the

**Sound**  
PROCEDURE

3-2



flashing on the man's face, the user will hear a frightening and weird music. This causes a fearful, unexpected sensation.

The music for QUIT is also circus music. It is happy and relaxing. I used a short segment of the song and kept repeating it.

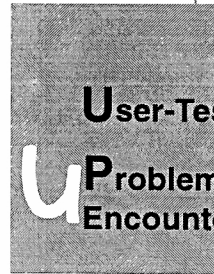
**Sound**  
PROCEDURE

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**User-Testing & Feedback**

**Problems  
Encountered & Solved**

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## USER-TESTING AND FEEDBACK

In the way of a silent introduction and a short animation, I led the user to go into main page to cause the user to get the basic and general scene before going into this abstract project. The hints which are located in each navigation help the viewer to explore the solution in order to exit. By using the flashing object or changing the cursor symbols I remind the user of the navigation or solution, instead of by using a word display. In this way I keep the whole symbolic feeling for my interface. Through the irreversible navigation, the user develops more understanding about the concept of this project.

In this application, the strong visual impact from the color of the graphics and the music feeling impress the viewer. While finding the solution, the user obtains more understanding from the game-like presentation.

Because the communication of visualizing the abstract concept between the user and the designer can cause confusion, I needed to consider how to express clear hints and logical solutions.

However, there might be some weakness in finding a solution in this project because of the clicking order for the hot spots. So I attempted to emphasize the primary visual clue and used this as my "hot spot".

To sum it up, it is important to present a clear interpretation of the visual communication in order for the user to get the idea.

**User-Testing & Feedback**  
RESULTS

1-1

## PROBLEMS ENCOUNTERED & SOLVED

### The choosing of the character for “Puppet movie”

The reason I chose the string puppet is because human beings are controlled by desires as puppets are controlled by the puppeteer. Moreover, since my original idea came from the Nirvana of Buddhism, I planned to use the Chinese style string puppet to express this concept. In traditional Chinese plays, string puppets usually perform in a ritual to worship a deity and to carry out a pledge. If the user does not understand the meaning of the particular function of the puppet, he or she will miss the reason why I chose this example. I do not want the user to be distracted by the puppet, but rather to see that the puppet is controlled by the strings. Desires are a universal theme for human beings. Therefore, I chose a simple primitive figure to represent this universal example. The clown is a symbol of happiness. However, the clown's facial expression may not be genuine. Beneath his make-up the clown does not show his real emotions. Similarly, when our emotions are controlled by any desire, our facial expressions can be just like the clown's without any feelings. At this point, we really lose ourselves.

### The unclear button for “Finding the name tag” in FAME

Because I wanted the user to explore the name tag I covered it by a white glow to attract him or her. However, the user has a problem in knowing what he or she should do in this page. So I gave the user a clue by bringing up hints at the beginning of the animation. When the entire page becomes white a small area of transparency directs the user to the name tag.

### The speed of playback for animation

I created the “Puppet movie” and the “Green puppet movie” in Alias. Because of the playback speed, I created a super palette of 256 colors in

## Problems Encountered & Solved

RESULTS

order to reduce the size in DeBabelizer software. I set the compression in "Graphics" and "Best Depth" at 15 frames per second. This quality is acceptable and it runs smoothly when it is played in the CD ROM. The other animations were created in "Adobe After Effects" software. After getting the feeling that I wanted, I exported the movie to be a pict sequence then brought the pict sequence to Director software. By using the preload cast member lingo, the animation does not appear to skip frames. This method can make the movie run more smoothly. For instance, at the end of the "Terrible food animation", the food fills up the whole screen. Thus, when the movie starts I preloaded 13 frames for the "Terrible food animation".

### **Creating the color palette**

Since I chose the CD ROM to be the medium of my presentation. I not only needed to consider the file size for the playing speed, but also the color resolution. "Many applications can handle RBG images in up to 24-bit color, but the time required to access and display such images is often prohibitive. Most presentation graphics therefore employ CLUTs for index color."<sup>21</sup> "Some will map colors from the image palette to the closest color registers in a common palette used throughout all or part of the presentation."<sup>22</sup> It is such with the system palette. By using this color palette I was able to keep the color constancy.

"The computer can only handle one CLUT at a time. During a transition such as a wipe where portions of both images share the screen for any period of time, the palette from the first image will typically be used until the second image has completely replaced it--then the palette from the second image takes effect. Unless the palettes are identical, the color

## **Problems Encountered & Solved**

RESULTS

register values from the first images will cause the colors of the second to be wrong during transition.”<sup>23</sup> The best solution for this problem is to simply fade to and from a black image. For example, before the user leaves the “Puppet main page” to go to one of the five navigations, the user goes to a black frame then to the navigation which he or she chooses. Or else the screen will flash when the current palette changes to a new palette. Another solution is to set the default color palette to be the same palette as the first frame of the navigation in which the user is located.

A second problem is the difference of hues between the “Wealth main page” and the “Flower page” in WEALTH. I created them with the same palette; however, the color did not come up true. The climber lost his reflection. The yellow flower and orange background in the “Flower page” became green and not so vivid. To solve this, I created one individual palette for each of them. Thus, the “Flower page” kept its bright colors.

The third problem involved the climber in the “Wealth main page”. Because of his small stature, the yellow climber lost his reflection. I scaled up the little climber to increase the proportion of yellow color in the “Wealth main page” to create a super palette for itself. The yellow color was not influenced too much by the green background. By this I created a more dimensional effect of the climber and the color was the truest in the presentation palette .

### **Sound**

Sound plays a major part in interactive media; it can enhance the mood of the scene or detract from it. The quality of the sound depends on the size of the sound file. Long sound files could be a potential problem during playback, so I used techniques such as shortening the sound clips

## **Problems Encountered & Solved**

RESULTS

and looping them in the "Director" software. This method uses less memory and processing power for equipped computers. For instance, in the "Wealth main page" of WEALTH, I used the sound track from "Money, money, money" of ABBA Gold/Greatest Hits, sampled at 44.1 KHz and then converted it to 22.050 KHz.

"Much as we all would like to have CD quality audio on our multimedia projects, the cold harsh reality is that it takes far too much computer overhead to play 16-bit, 44.1 KHz audio while playing an animation or displaying a high-resolution graphic file."<sup>24</sup> This is one hint I got from The Macintosh Bible 6th Edition.

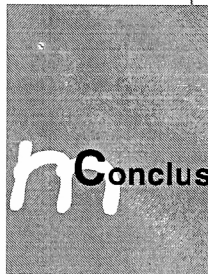
Some particular sound effects were created in SoundEdit by mixing two sound tracks together. For example, I combined the man snoring sound and the soft music to produce a restful feeling for the "Comfortable dream" when the user clicks the telephone receiver. For the nightmare dream in SLEEP, I combined the man's heavy breathing sound and the frightening music to create the scared feeling when the user clicks the telephone receiver.

Problems  
Encountered & Solved  
RESULTS

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Conclusion

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## CONCLUSION

This project was my interpretation of desires using visual expression. Through its interactivity, an audience can get more understanding from my project.

After completing my thesis project **The Temptation of Desires**, I found the medium of art is quite free. By integrating sound, images, information and user's response together, I can create an interesting interactivity art work. In addition, defining the product and audience, planing and organizing the navigation, map, style and layout of elements are important steps for creating a good interactive multimedia work.

The basic concept of my project is from the combination of Buddhism and Abraham Harold Maslow's theory of human motivation. The purpose of my thesis project is to lead the user to search for the origin of "desire", so he or she can break its constraints. Instead of using explicit words, I applied symbolic images in my own interpretation. Thus, I did not use too many words in my project except for the title and hints before each main page. Because people have different backgrounds and experiences, communication is not so easy with visual language. People may receive different messages even from the same image. The images which I used should have universal meanings; yet I have a specific style. Without confusing the user, I employed simplified objects and designs to make the ideas clear.

The theme of my project is linked by the hot spots and buttons on each page. Through repetition, the user eventually will realize the function and meaning of the hot spots. The blurred and bright images represent the mirage of desires. The unbalanced and chaotic layouts symbolize the changing dilemmas. Lighting and colors further emphasize the designer's

Conclusion  
SUMMARY

2-1

subjective messages. The user explores the hidden messages on each page by changing the cursor.

Most people lose themselves in the endless reaching and grasping of their desires. It is the nature of humans to desire, but how can we find the balance between obsession and motivation? It all depends on self-awareness.

Through this interactive project, I have visually interpreted how the five basic desires operate so that people can gain this self-awareness and be released from their endless temptations.

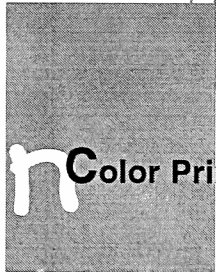
**Conclusion**  
SUMMARY

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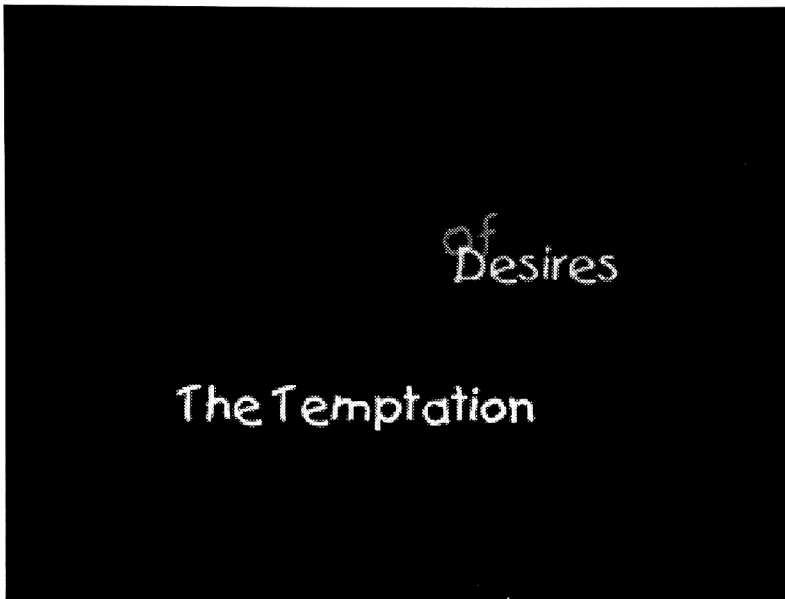
Color Prints

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## COLOR PRINTS



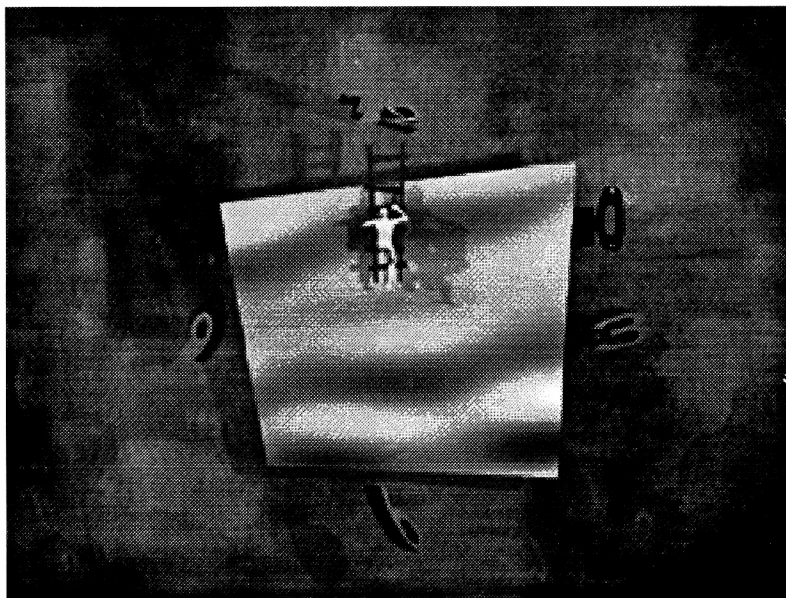
Title introduction



Puppet movie



Puppet main page



Wealth main page



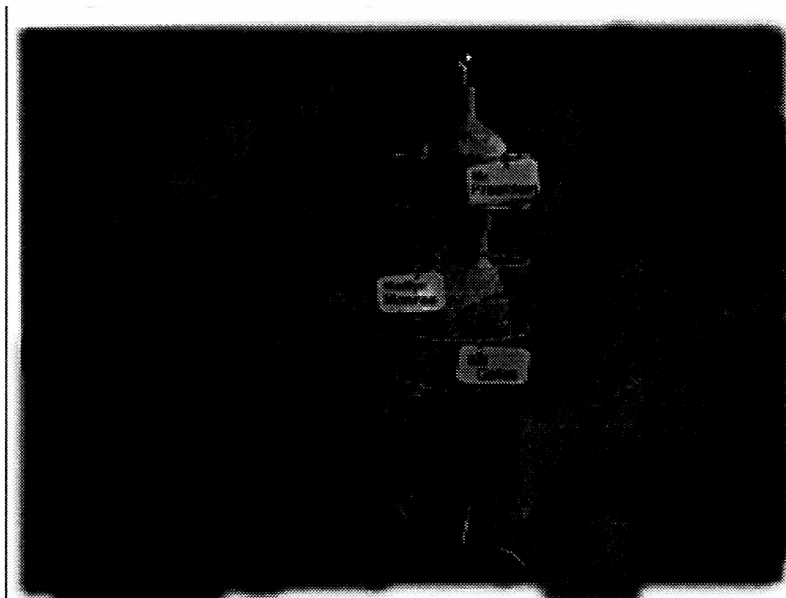
Flower page in WEALTH



Sex main page



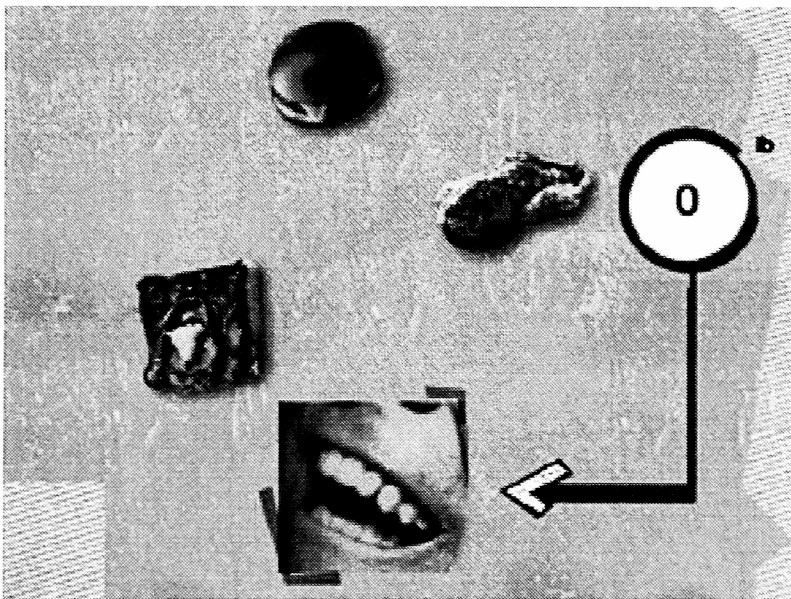
Green body page in SEX



Fame main page

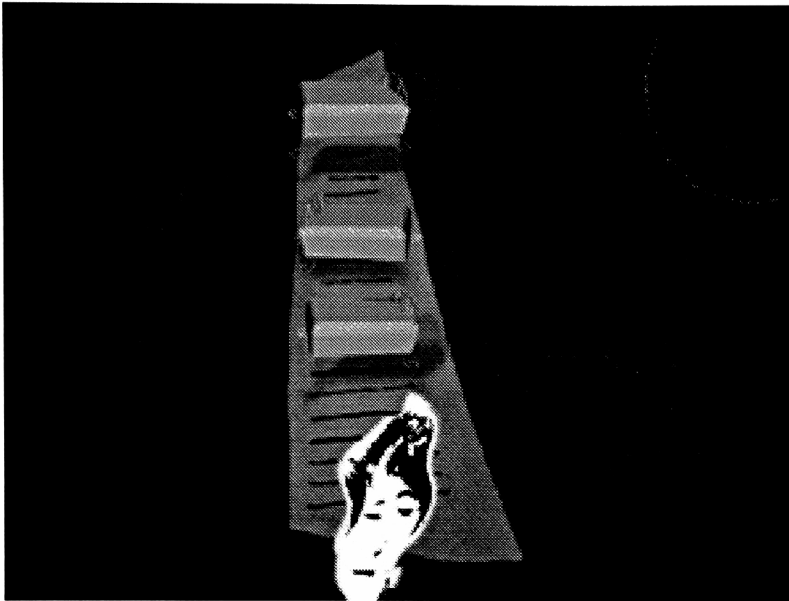


Finding the name tag page



Food main page

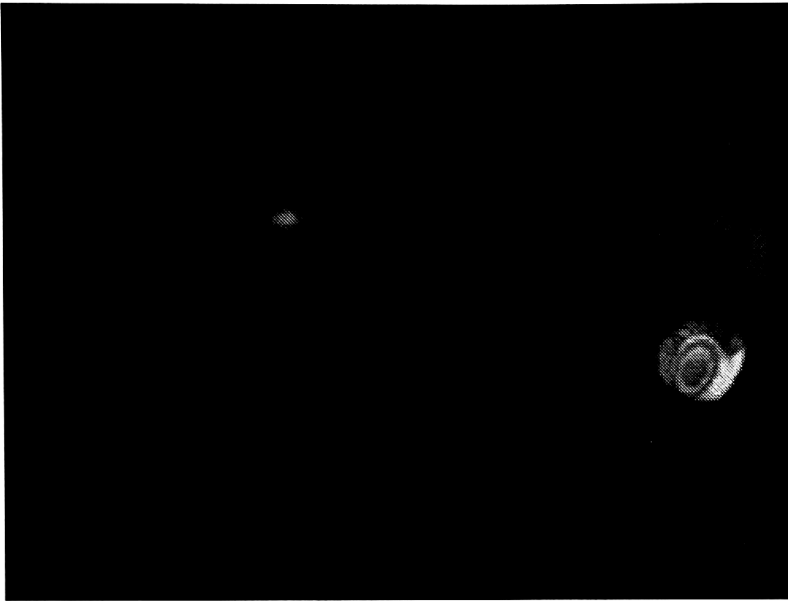




Sleep main page



Comfortable dream page



Nightmare dream page



Scissor page

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Notes  
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**Silicon Graphics Limited workstation Indigo 2 impact 10000**

Alias|Wavefront, Alias Studio 7.0